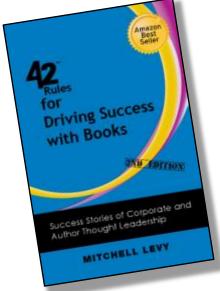


## Success Stories of Corporate and Author Thought Leadership



The authors in this book wrote content that allowed them to demonstrate innovation, share their marketing strategy, improve client retention, and share tricks and techniques on using a tool or service. The fact that they put this content in a book gave their ideas weight and increased their credibility and reputation. Having their books show up on Amazon, BarnesandNoble.com and other physical and eBook locations as well as personally delivering their books to clients/prospects really helped to drive the impact of their message.



Mitchell Levy

## Get your own customized edition of 42 Rules for Driving Success with Books (2<sup>nd</sup> Edition)!

- Insert your personalized letter inside the book
- Make a statement that will be heard and remembered inside your company

Prices for customized (starburst and/or logo on jacket, letter inside) books:

ido) books.		
<ul><li>10-99*</li></ul>	-	\$ 16.96/book
<ul><li>100-249*</li></ul>	-	\$ 15.96/book
<ul><li>250-499**</li></ul>	-	\$ 14.96/book
<ul><li>500-749**</li></ul>	-	\$13.97/book
<b>750-999</b>	-	\$ 12.97/book
<b>1</b> ,000-4,499	-	\$11.98/book
<b>5</b> ,000-9,999	-	\$ 9.99/book
<b>1</b> 0,000-24,999	-	\$ 7.99/book
<b>25</b> ,000-99,999	-	\$ 6.99/book
<b>1</b> 00,000-999,999	-	\$ 4.99/book
<b>1</b> ,000,000+	-	\$ 1.99/book

## eBooks:

1-10\*
10-999\*
\$11.95/book
\$7.50/book

- 1,000+ \*\* - \$ 3.50/book (in lots of 1000)

\*\* Plus \$250 customization charge Note: Will add shipping (and tax in CA)

## More about the Book:

'42 Rules of Driving Success with Books (2nd Edition)' will help you appreciate the ease of creation and the depth of value a book (or series of books) can create for your business. Whether you write the book yourself, have your clients/partners provide content, or have it ghostwritten, being the author of a book makes you an expert and being the expert gets you business. By reading this book, you will be informed and inspired by the stories and lessons of 40 other professionals that benefited greatly with their book.

If you are a CEO, CMO, evangelist or someone in your company that needs to demonstrate thought leadership, drive lead generation, and increase revenue, '42 Rules of Driving Success with Books (2nd Edition)' is an invaluable read as it will help you catapult your success.

<sup>\*</sup> Plus \$500 customization charge