

EXPRESS EXEC

A Novel Approach to Outrunning the Pace of Change

Gary Brose

DESCRIPTION

The pace of change is escalating. Running your business so that it remains relevant and allows you to keep pace with that change is exceedingly difficult. Express Exec paints a picture for owners and managers via a descriptive novel about business. Walk in the shoes of Andrea Lane, an interim VP at a struggling company faced with having to make massive change in a very short period of time. Listen in on her conversations with management and employees alike as she attempts to gain trust and move her organization forward during fast paced and troubling times. Not your ordinary business book, but a hands-on tutorial about people, human nature, and the daily battle to fight in order to outrun the pace of change..

KEY SELLING POINTS

- Relevant to anyone in the workforce, with an entertaining element as novel
- Author has written other popular business books
- Speaking and blogging, with decades of experience in small business consulting, the author is a much sought after advisor, and creator of Small Biz Sherpa
- A truly unique offering, combining fiction with real-life business insights

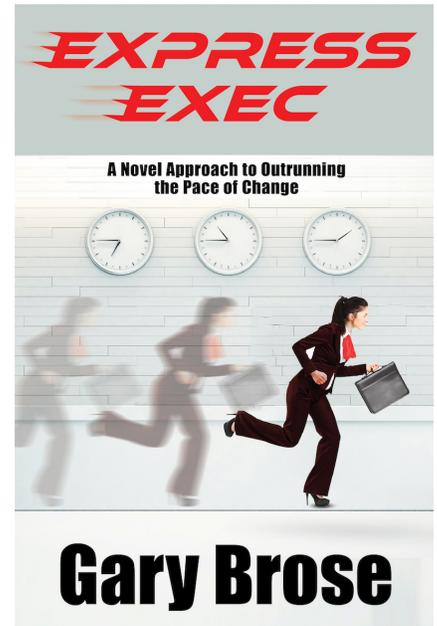
MARKETING AND PUBLICITY HIGHLIGHTS

- The author will participate in talks and book signings
- The author will promote the book using social media (Facebook, Twitter), his author website, and his other websites/outlets
- The author will work with Where Writers Win to promote and market his book, as well as ongoing work with a PR firm, doing extensive radio, TV and print appearances.
- The author is also a professional speaker to small businesses

AUTHOR BIO



Gary Brose bought his first company at the age of 29 and spent the next twenty years striving to motivate and engage his employees... and failing miserably. During that time he bought or started over a dozen other companies and while they did OK, Gary continued to experiment and try to find the magic button to push to create a motivated and engaged workforce. After many amusing failures, he identified the seven keys to motivation and the eight essential elements of a successful bonus program. He continues to write and speak about the topic that consumes him today: Superior Employee Management.



Publisher: Price World Publishing

Distributor: Ingram, Baker & Taylor

PUB DATE: 7//2018

SOFT COVER: \$12.95, 978-1642372236

EBOOK: \$4.99, 978-1642372236

TRIM: 6"x 9", 278 pages

FICTION: Workplace

AUDIENCE

- Non-fiction business book readers
- Professionals and managers
- General fiction fans
- Fans of novels like The Go-Giver

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