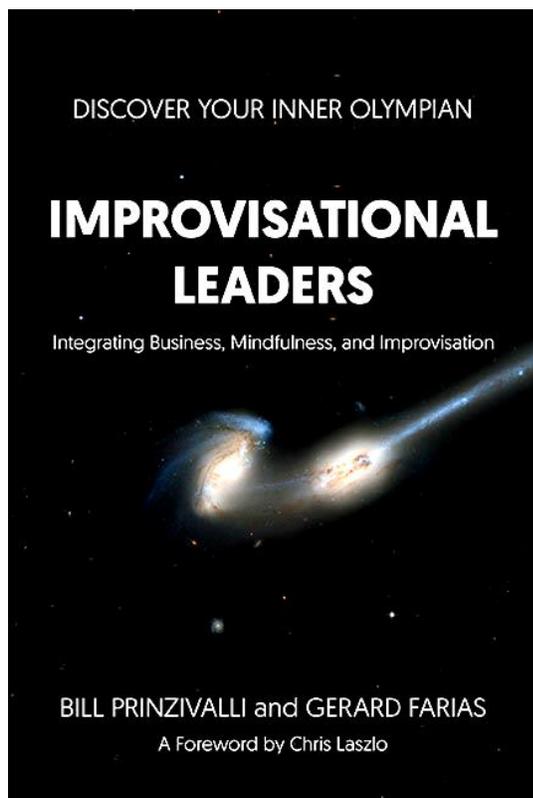


Contact: Tom Wallace Tom2@SBPRA.net

PRESS RELEASE WITH VIDEO TRAILER

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The Sky's the Limit When Leaders Mindfully Improvise



Business Guide Will Enhance Performance

Just as the Hubble Telescope captures an image of “Two Merging Galaxies” forming a single giant galaxy, authors Bill Prinzivalli and Gerard Farias explain how the business world needs to merge *Business, Mindfulness, and Improvisation*.

The book is a how-to guide for increasing consciousness, communications, and authenticity in the business world, while at the same time advocating the use of mindfulness, self-awareness, creativity, improvisation, and cooperation for everyone in the organization. This results in greater leadership and enhanced organizational performance.

Three parts come together to reach this goal. Part One describes the concept of integrating nonlinear (right-brain) practices with predominant linear (left-brain) practices to improve business success. Part Two covers awareness, self-understanding, mindfulness, meditation, and psychological modalities that can be

applied to all daily practices. Part Three delves into improvisational principles, benefits, and applications, including exercises for business and personal use.

Reading *Improvisational Leaders* will improve all facets of life.

Watch for the book trailer.

About the Authors: Bill Prinzivalli is an entrepreneur, executive coach, organizational consultant, author, improviser, speaker, and improvisational workshop facilitator. After working in corporate America for over 40 years, and starting four companies, he is now the CEO of his own consulting company. In addition to his business expertise, he has vast experience in the areas of mindfulness, communications, and improvisation, and he judiciously integrates these practices in designing customized solutions for his clients.



Gerard Farias, an associate professor of management, earned a Ph.D. in organization studies from Texas Tech University. He joined the Silberman College of Business at Fairleigh Dickinson University, where he teaches at graduate and undergraduate levels. His research focuses on sustainability, exploring the role of business in society, the tensions in the context of sustainability, and the importance of embedding sustainability into business school curriculum. As a Fulbright scholar in 2011, he studied the social entrepreneurship movement in India.



“Successful leaders are improvisational leaders. They know how to go to Plan B or even Plan C when necessary. This handbook will guide you on the ins and outs for creating a successful business, and just as importantly, your personal life,” said Lynn Eddy, VP of Acquisitions, Strategic Book Publishing and Rights Company.

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