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Finding the Way Hits The Wall Street Journal Best Seller List

January 12, 2023 (Austin, TX): *Finding the Way* (Greenleaf Book Group Press) by Cap Treeger debuted as #3 on the Wall Street Journal Hardcover Business bestseller list this week. In *Finding the Way: The Entrepreneur's Tale* Cap Treeger crafts a series of dynamic, well-drawn lessons for anyone that wants to start or build a business.

This book is a fictional account of an entrepreneur's rollercoaster ride to the top. The hero of the story, Ren, is fired up with ambition and has a strategic dream in place to build his own startup from the ground up, but he has a lot to learn about how this particular sector of the business world works. Fortunately, Ren has the guidance of generous and invested mentors, and their sound recommendations and warnings are chronicled as Ren makes decision after decision.

Ren's journey guides readers through numerous factors necessary for success, including building a solid team with strategic placement of individuals in carefully selected roles appropriate to their skill sets and crafting the all-important business model. Ren navigates the daunting process with grace and hands readers an account loaded with insight-rendering *Finding the Way*, told in a straightforward and reader-friendly manner, a valuable gem amidst business-building literature.

Cap Treeger (not his real name) is a serial entrepreneur and investor. He has been involved in various roles in building a number of businesses in multiple industries. The author has invested directly in several dozen early-stage ventures, and indirectly in hundreds more, through his engagement in local angel and venture funds. He enjoys "experience sharing" to pay forward what he has learned from his mentors, as well as his own successes and failures, to hopefully assist others in finding their way.

About Greenleaf Book Group:

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power and award-winning designs. Named one of the fastest-growing companies in the United States by Inc. magazine, it has represented more than 1,000 titles, including over 50 that have hit The New York Times, The Wall Street Journal or USA Today Best Seller lists. You can learn more about Greenleaf at www.greenleafbookgroup.com.

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