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**FOR IMMEDIATE RELEASE**

## **Cliff Michaels' *The 4 Essentials* Tops Online and Print Bestseller Lists**

February 3, 2012, Austin TX – *The 4 Essentials of Entrepreneurial Thinking: What Successful People Didn't Learn in School* by Cliff Michaels reached #3 on the New York Times bestseller list, #43 on the USA Today best-selling books list, and debuted as the #1 title on both Amazon.com and Barnesandnoble.com.

In *The 4 Essentials of Entrepreneurial Thinking*, Michaels reveals his personal journey to success while incorporating the passion and wisdom of such inspirational figures as Oprah, Buffet, da Vinci and more. A fast-paced and uplifting read about the road to success and happiness, *The 4 Essentials* provides readers with their own M.B.A. – Masters in Basic Abilities.

A social entrepreneur, angel investor, high-tech CEO and speaker, Cliff Michaels has trained thousands of clients in personal growth and entrepreneurship. After spending 20 years building real estate, technology and consulting companies that have closed more than 500 million dollars in sales, Cliff's mission today is to give back and raise the bar for real-world education and social entrepreneurship.

*The 4 Essentials* is Greenleaf's 17<sup>th</sup> book to reach bestseller status in rankings that include The Wall Street Journal, New York Times and USA Today bestseller lists.

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### **About Greenleaf Book Group:**

[Greenleaf Book Group](http://www.greenleafbookgroup.com) 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 seventeen that hit the New York Times, Wall Street Journal or USA Today bestseller lists. You can learn more about Greenleaf on its website <http://www.greenleafbookgroup.com> and blog <http://www.bigbadbookblog.com>.

**For more information or to schedule an interview with Chairman and CEO Clint Greenleaf, contact Andrea Newsome at [andrea@greenleafbookgroup.com](mailto:andrea@greenleafbookgroup.com) or 512-891-6100.**