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**FOR IMMEDIATE RELEASE**

## ***Seeing the Big Picture* Hits #4 on the New York Times Bestseller List**

March 20, 2012, Austin TX – Kevin Cope’s new book *Seeing the Big Picture: Business Acumen to Build Your Credibility, Career, and Company* (published by Greenleaf Book Group Press) reached #4 on the New York Times bestseller list, #5 on the Wall Street Journal best-sellers and #45 on USA Today’s best-selling books list.

An MBA in 180 pages, *Seeing the Big Picture* simplifies the complexities of business success to help employees at all levels find more fulfillment in their work. Cope explains how all businesses are driven by the same five drivers—cash, profit, assets, growth and people—and reveals how all contributors, from the manufacturing floor to the corner office, can balance these drivers to advance their careers and help their companies excel.

For more than 25 years Kevin Cope has promoted the idea that the brightest minds in business see the big picture without losing sight of the detail. In 2002 he founded Acumen Learning, a boutique training company that has introduced their 5 Drivers business model to sixteen of the FORTUNE 50, helping them develop employees that understand how to make their company succeed.

*Seeing the Big Picture* is Greenleaf’s 19<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 19 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.**