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PO Box 91869 · Austin, Texas · 78709 · P: 512-891-6100 · F: 512-891-6150  
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**MEDIA CONTACT:**

Andrea Newsome - (512) 891-6100  
[andrea@greenleafbookgroup.com](mailto:andrea@greenleafbookgroup.com)

**FOR IMMEDIATE RELEASE**

## **Andy Sernovitz's *Word of Mouth Marketing* Spreads the Word and Debuts at #6 on the NYT Bestseller List**

May 22, Austin TX – *Word of Mouth Marketing: How Smart Companies Get People Talking* (published by Greenleaf Book Group Press) by Andy Sernovitz reached #6 on the New York Times Hardcover Advice & Misc. bestseller list and #51 on USA Today's best-selling books list.

Filled with straightforward advice and peppered with humor, *Word of Mouth Marketing* reveals how the world's most respected and profitable companies got their best customers for free through the power of word of mouth. Examining what inspires the enthusiasm of Apple and TiVo fans, Sernovitz teaches the five essential steps that make word of mouth successful and examines the real purpose of blogs, communities, viral email, evangelists and buzz. A truly eye-opening resource, *Word of Mouth Marketing* reveals how to become the type of remarkable company that people can't wait to tell their friends about.

The CEO of GasPedal and SocialMedia.org, Andy Sernovitz has taught word of mouth marketing at Northwestern University and internet entrepreneurship at the Wharton School of Business. In addition to creating the Word of Mouth Marketing Association and the Association for Interactive Marketing, he has run a business incubator and created a half dozen companies over the course of this career.

*Word of Mouth Marketing* is Greenleaf's 22<sup>nd</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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[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 22 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.**