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**FOR IMMEDIATE RELEASE**

***Reinvent Hits The Wall Street Journal Best Seller List***

March 16th, 2023 (Austin, TX): *Reinvent* (Fast Company Press) by Faisal Hoque debuted as #1 on the Wall Street Journal Nonfiction E-Book bestseller list this week. In *Reinvent: Navigating Business Transformation in a Hyperdigital Era*, Faisal Hoque shares lessons on the journey of organizational leadership and how organizations must consider revising and possibly scrapping decades-old habits, processes, and their very ways of thinking and operating.

This book introduces readers to ideas, concepts, and a comprehensive framework (LIFTS) that they can use to better position themselves and their organizations to reap the greatest number of benefits that business and digital transformation can afford. It's a journey rich with promise that explains complex concepts in an understandable common language. *Reinvent* is the result of the author's personal and professional journey one that is made possible by three decades of work with colleagues, customers, partners, academics, and industry experts from around the globe.

Faisal Hoque is the founder of SHADOKA, NextChapter, and other companies. They focus on enabling sustainable and transformational changes. Throughout his career, he has developed over 20 commercial business and technology platforms and worked with public and private sector giants such as US Department of Defense (DoD), GE, MasterCard, American Express, Northrop Grumman, CACI, PepsiCo, IBM, Home Depot, Gartner, JP Morgan Chase.

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**For more information or to schedule an interview with CEO Tanya Hall, contact Eleanor Fishbourne at [efishbourne@greenleafbookgroup.com](mailto:efishbourne@greenleafbookgroup.com) or 512-891-6100.**