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Self-Made Maverick Hits the USA Today Bestseller List!

September 10th, 2025 (Austin, TX): *Self-Made Maverick: Break Free of Conventional Business Wisdom for Lasting Success* by Reza Zahedi (Greenleaf Book Group Press) debuted at #18 on the *USA Today* bestseller list this week.
<https://www.usatoday.com/booklist>

Most people who call themselves entrepreneurs are just playing business—following the same tired formulas that lead to predictable, ordinary results. Real success—the kind that builds wealth, power, and lasting impact—doesn’t come from following the rules. It comes from breaking them. In *Self-Made Maverick*, Dr. Reza Zahedi, a leading figure in international real estate, delivers a powerful manifesto for those who refuse to settle. Too many entrepreneurs believe that success requires a massive start-up budget, an ironclad business plan, and years of experience. But that’s a lie. Lasting self-made success comes from thinking differently, seizing opportunities, and embracing the unconventional path.

Dr. Reza Zahedi’s journey is one of transformation, resilience, and unwavering determination. Having fled Iran as a child, Reza’s story is one of overcoming adversity and seizing opportunities against all odds. At just twenty years old, while studying civil engineering, he took a leap of faith and launched a nightclub chain. Armed with a PhD in civil engineering, Reza’s expertise stretches beyond traditional business. Whether he’s navigating the complexities of real estate or developing innovative ways to empower others, his approach is always rooted in vision, purpose, and the relentless pursuit of growth. Reza’s mission is clear: to inspire entrepreneurs to think bigger, embrace challenges, and create businesses that stand the test of time. His story proves that, no matter where you start, your potential is limitless if you refuse to give up and remain true to your vision.

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 4,600 titles, including over 70 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.

For more information or to schedule an interview with CEO Tanya Hall, contact Eleanor Fishbourne at efishbourne@greenleafbookgroup.com or 512-891-6100.