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FOR IMMEDIATE RELEASE

The Growth Leader Hits The Wall Street Journal and USA Today Bestseller Lists!

November 1st, 2023 (Austin, TX): *The Growth Leader* (Fast Company Press) by Scott Edinger debuted at #4 on the Wall Street Journal Hardcover Business bestseller list and #13 on the USA Today bestseller list this week. In *The Growth Leader: Strategies to Drive the Top and Bottom Lines*, Scott reveals how top executives create profitable growth through the intersection of strategy, leadership, and sales. In this leadership guide, you'll learn how to ensure growth strategy is aligned at every level of the company, from boardroom initiatives to daily customer interaction.

Best-selling leadership author and business growth consultant Scott K. Edinger helps CEOs and leaders intentionally and strategically engage with the customer experience to differentiate, innovate, cultivate loyalty, and grow. With this growth strategy mindset, your teams will know what they're supposed to be doing, have the skills to accomplish their work at a high level, and be properly supported by systems, process, and environment. But they can only do all this if you lead them. Are you ready to be a Growth Leader?

Scott Edinger has worked with CEOs and senior leaders to develop pragmatic strategies and execute approaches to drive top- and bottom-line results. He has written three books and over a hundred articles in *Forbes* and *Harvard Business Review*, among other prominent publications. As a consultant, author, advisor, and speaker, Scott creates positive change for clients and is recognized as an expert in the intersection of leadership, strategy, and sales.

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