

Transforming a Book into Business Growth

One secret for developing unique ideas is to combine concepts no one has yet brought together. Which is what I helped Sharon Schweitzer, J.D., achieve with her bestselling, multiple award winning book, *Access to Asia: Your Multicultural Guide to Building Trust, Inspiring Respect and Creating Long Lasting Business Relationships*, (John Wiley & Sons, 2015). We combined Sharon's existing knowledge as an international business etiquette expert with original research around intercultural awareness. She succeeded in differentiating herself through the insightful idea of engaging global intelligence agency, Stratfor, to identify the current and future top ranking countries for U.S. business investment and travel to Asia.

Since the publication of *Access to Asia*, Sharon is recognized as a thought leader by organizations including the Asia Pacific Economic Cooperative, Global Thinkers Forum, Intercultural Communication Institute, National Geographic, SIETAR, and the World Affairs Council. The National University of Vietnam, among others, promotes *Access to Asia* as a student textbook. New business has come to her from numerous sources, including a major Japanese enterprise, a Chinese power consortium, and a Vietnamese petrochemical company. Sharon continues to be quoted in prestigious publications including Investor's Business Daily, Inc., Financial Advisor IQ, Fortune, the New York Times, and the Wall Street Journal.

This debut author has been honored with numerous awards, including named to Kirkus Reviews' Best Books of 2015, and awarded the acclaimed Kirkus Star (given to only 9% of reviewed books). Sales topped 5,000 copies within the first year. (According to BookScan, the average U.S. book sells less than 250 copies per year and less than 3,000 copies in its lifetime.)

**Are YOU looking to write a quality book to enhance your
visibility and grow YOUR business?**

Contact me today: liz@drlizalexander.com

CASE STUDY:

Sharon Schweitzer
Austin, Texas, USA

www.drlizalexander.com

