

# ***The Rabbi and the CEO:***

## ***The Ten Commandments for 21<sup>st</sup> Century Leaders***

By Thomas D. Zweifel Ph. D. and Rabbi Aaron L. Raskin

### **Marketing and Publicity Overview**

*The Rabbi and the CEO* will share a widespread audience both from within the Jewish community and amongst the general readership of business books that are interested both the ethical and practical aspects of conducting business.

This title will enjoy the support of a well focused marketing and publicity campaign which will target both traditional outlets and the ever changing “new media” that now dominates the present-day landscape.



*The Rabbi and the CEO* is a fun read from two authors who are remarkably insightful and full of personality. As Ali Velshi (CNN senior business correspondent and host of *Your \$\$\$\$\$*), who provided the foreword for this book remarked, “I have a pretty short attention span, but I couldn't put this book down. *The Rabbi and the CEO* is carefully researched and fun to read, and it's one of those extremely rare books that give mere mortals real access to great management...” It is true; Professor Zweifel and Rabbi Raskin have a rare gift for teaching that provides a degree of levity and immediacy to truly profound information.

The following lists itemize some of the tentative and confirmed promotional (marketing/publicity) activity in which the publisher and the authors will be engaged:

#### **Advertising:**

- Ad placement in the December 2008 issue of Ingram's *Advance*.
- Ad placement in the August 18 issue of PW. Included with Midpoint Trade Books (distributor) front cover gatefold.
- Paid insertion in the “Guide to Jewish Literature” in the October 2008 issue of *Hadassah Magazine*, circulation over 350K.
- Leaderboard advertisement will be placed on the homepage of *Publishers Weekly* website on a rotating basis through the month of November.

#### **Internet**

- *The Rabbi and the CEO* website to launch in November 2008.
- CHABAD
  - The CHABAD (acronym for Chachma = wisdom, Bina = understanding, Daat = knowledge) network, [www.chabad.org](http://www.chabad.org) (70,000 visitors/day) is providing on-line promotional support for this title. A review can be found here: [http://www.chabad.info/index\\_old.php?url=article\\_en&id=12758&print=true](http://www.chabad.info/index_old.php?url=article_en&id=12758&print=true)
  - In addition to the promotional support mentioned above, Dr. Zweifel has made an arrangement with chabad.org to provide a series of regular articles which further expound upon the subjects discussed in the book.

- Video:
  - *The Rabbi and the CEO* video short has been produced for this title. It will be featured in video section of the Publishers Weekly website in November. It can presently be found on YouTube, Blip.TV and other online video outlets.
  - The video has been submitted for placement on BN.com as well.

### **PR/Publicity**

- The press release will be distributed on BusinessWire.
- Launch party took place on October 16, 2008 at the Anita Shapolsky Gallery in downtown NYC. The turnout was excellent and the event generated a great deal of interest amongst the press and the public. *Much of the recent and forthcoming coverage for this book was elicited by this event.*
- The United Jewish Appeal (UJA), the umbrella organization of the Jewish community in the United States, has agreed in principle to host an event on the book in January 2009.
- Large scale publicity e-mailing directed back to an online press kit lodged at the publisher's website: [http://www.selectbooks.com/presskits/rabbiceo\\_pkil.htm](http://www.selectbooks.com/presskits/rabbiceo_pkil.htm)
- Ongoing Rabbi and CEO workshop continues to promote both book and message locally. Footage from these workshops was used to compose the video.

### **Trade shows**

- Doctor Zweifel and Rabbi Raskin were featured speakers on the panel "Leadership and Religion" during the Brooklyn Book Festival on September 7, 2008. A book signing took place after the discussion.
- Advance copies of this book have been distributed for promotion at eight regional shows, the Books-A-Million Managers Show and the Barnes & Noble Managers

### **Reviews**

- *Publishers Weekly*
  - *Publishers Weekly* will run an online review of *The Rabbi and the CEO*. The review date is still TBD.
  - *Publishers Weekly* is considering reviewing this title as a feature for its December 15 Business and Finance issue.
- *The Brooklyn Eagle* ran a story on the book on November 3, 2008: [http://www.brooklyneagle.com/categories/category.php?category\\_id=27&id=24238](http://www.brooklyneagle.com/categories/category.php?category_id=27&id=24238)
- *The Brooklyn Paper* ran a review on October 28 which can be found at:
  - [http://www.brooklynpaper.com/stories/31/43/31\\_43\\_sp\\_rabbi\\_ceo.html](http://www.brooklynpaper.com/stories/31/43/31_43_sp_rabbi_ceo.html)
  - <http://www.shmais.com/?select=full>
  - <http://crownheights.ch/blog/blog.php?bid=2721>
  - <http://www.shturem.org/index.php?section=news&id=30804>
- We are expecting a review in the *Jewish Press* for November 2008.
- A review in the *Swiss Review* has been scheduled for January 2009. This online publication is distributed to over 1 million Swiss expatriates.

### **Works in progress**

- Allen Salkin, Media & Advertising columnist for the New York Times, has expressed interest in reviewing this title. He recently ran a review of a similar title, *Jewish Wisdom for Business Success*. The article can be found here: <http://www.nytimes.com/2008/09/29/business/media/29success.html>
- Barbara Bradley-Haggerty, Religion Correspondent for NPR, has expressed interest in this title and its authors for a radio feature.