

NEWS RELEASE

Woodpecker Press, LLC
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FOR IMMEDIATE RELEASE

Big Bold Business Authors Share Business Advice at Bookends Book Signing

Independent Bookstore Known for Celebrity Signing Events is First in New Jersey to Stock Business How-To Book Authored by 72 New Jersey Business Women

(Bayville, NJ)—The new business how-to book, *Jersey Women Mean Business! Big Bold Business Advice from New Jersey Women Business Owners: Practical Pointers, Solutions, and Strategies for Business Success*, was the topic of discussion at a book signing at Bookends bookstore in Ridgewood, N.J., on June 20, 2012. The book, published by Woodpecker Press, LLC, of Bayville and Cedar Grove, N.J., features the expertise and insight of 72 New Jersey women business owners. The featured Big Bold Business authors at the event were (left to right) Pattie Simone, founder of WomenCentric.net, Mahwah, Laurel Bernstein, owner of Executive Coaching in Bloomfield, Joyce Restaino, owner of Grow Your Business Write and the book's editor, of Newfoundland, and Caryn Starr-Gates, owner of StarrGates Business Communications in Fair Lawn.

“Bookends (www.book-ends.com) is known throughout Bergen County for its high-profile celebrity book signings where people line up around the block, so we were honored that the store hosted this first Big Bold Business Book signing,” said Donna Thompson, Woodpecker Press owner and publishing director. “We look forward to working with Bookends’ co-owner, Walter Boyer, again in the fall.” Bookends is also the first book store in New Jersey to stock the Big Bold Business book.

The advice and tips in the book from the 72 women business owners are not gender-specific, so every entrepreneur, professional, and business owner can benefit. Chapter topics cover everything a startup or growth-track company needs to succeed, including public relations, leadership, guerrilla marketing, social media, finance, organization, hiring, and much more.

For more information about the New Jersey–compiled “Big Bold Business Advice” book, visit www.bigboldbusiness.com or www.woodpeckerpress.com, or contact info@woodpeckerpress.com.

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PHOTO ATTACHED SEPARATELY

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