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**FOR IMMEDIATE RELEASE**

**PEOPLE TOOLS FOR BUSINESS  
50 Strategies for Building Success,  
Creating Wealth, and Finding Happiness**

By Alan C. Fox

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"With refreshing candor, Alan Fox shares the invaluable lessons that he has garnered over an extremely successful, forty-five-year career." – Brent Kessel, CEO, Abacus Wealth Partners and author of *It's Not About the Money*

"We all want to be happy and successful at work and in our lives. In his new book, PEOPLE TOOLS FOR BUSINESS, Alan Fox shares invaluable insights that can help you make a career out of being happy."  
– Tony Hsieh, *New York Times* bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

**BUILD SUCCESS, CREATE WEALTH, AND FIND HAPPINESS  
WITH LIFE-CHANGING ADVICE FROM BESTSELLING AUTHOR  
AND BUSINESS GURU ALAN C. FOX**

**In PEOPLE TOOLS FOR BUSINESS, Fox Shares Strategies  
For Thriving in Business and in Life**

Entrepreneur, philanthropist, and mentor, Alan C. Fox has inspired thousands of readers with the invaluable advice in his *New York Times* bestselling book, **PEOPLE TOOLS**. Now he is back with the second volume in his life-changing series: **PEOPLE TOOLS FOR BUSINESS: 50 Strategies for Building Success, Creating Wealth, and Finding Happiness** (SelectBooks, September 30, 2014).

Based on the countless lessons that he has learned during a distinguished and highly profitable career, Fox shares tools that anyone can use to find success that is both meaningful and long lasting. Whether you are just entering the workforce or have been running a business for years, this book will help you build the life and career of your dreams.

More

“This book is about business,” explains Fox. “It’s also about the business of life. You are the sole proprietor of your own life. Even if you think you are far from the madding crowd, running your life is very much like running a business, and this book is full of ideas and stories from my own life to help you.”

In **PEOPLE TOOLS FOR BUSINESS**, Fox shares advice on such essential business topics as delegation, cash flow, and why you should, if at all possible, avoid litigation. While these time-tested “tools” provide shortcuts to help people solve job-related problems, the advice is universal and can be used outside of the workplace to build better relationships and create a more fulfilling life.

**PEOPLE TOOLS FOR BUSINESS** also provides an in-depth look at how Fox has been so successful in his career and his relationships. Time and again, he shows why optimism, persistence, and honoring commitments are the essential qualities that have enabled him to accomplish so much. Here are some of the People Tools that Fox often uses:

**Wait Three Days** – When you receive a troubling letter or email, no matter how aggravated you feel, wait three days before you respond. Often the offending message will lose much of its power and will blend into the background “noise” of your professional life. This will enable you to respond with a clearer head.

**Ticker Tape** – When you feel you are going to lose the deal, or the sale, or the client, why be complacent? Speak from your heart. Say what you need in a “ticker tape” stream. It’s always worth a try – and you will probably succeed.

**The Customer Is Always The Customer** – “A potential customer who wants a discount on a product or service is almost certainly right – for him or herself, but not for me,” Fox writes. However, he elaborates, “you must always keep their needs and desires in mind for your business to thrive.”

**The (Dreaded) Annual Review** – Fox shares the insight that changed his perspective on conducting annual reviews – it’s really a review of his own performance, not just of the employee. If employees are not doing well, they may be lacking the proper tools or training, or may not feel appreciated. “This is the responsibility of the employer, not the employee,” he writes.

Fox concludes **PEOPLE TOOLS FOR BUSINESS** by saying, “When you conduct your business and your life with care, each will blossom, and when both your business and your life bloom, your coworkers, your family, and all those around you will truly be alive, with hearts, brains, and courage, and each of us will truly live and share his or her remarkable life.” **PEOPLE TOOLS FOR BUSINESS** is an inspiring and comprehensive guide for building the kind of career and life that bring true happiness.

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#### **ABOUT THE AUTHOR**

**ALAN FOX** is the president of ACF Property Management, Inc, and author of *The New York Times* bestseller **PEOPLE TOOLS: 54 Strategies for Building Relationships, Creating Joy, and Embracing Prosperity**. He has university degrees in accounting, law, education, and professional writing. He was employed as a Tax Supervisor for a national CPA firm, established his own law firm, then founded a commercial real estate company in 1968 that now owns over one billion dollars in real estate. Fox is the founder, editor, and publisher of Rattle, one of the most respected literary magazines in the United States, and he sits on the board of directors of several non-profit foundations. Visit [www.peopletoolsbook.com](http://www.peopletoolsbook.com)