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**FOR IMMEDIATE RELEASE**

**MOM.B.A. Essential Business Advice  
from One Generation to the Next**

By Karyn Schoenbart with Alexandra Levit

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“educational and enlightening . . . Karyn Schoenbart, CEO of one of the  
world’s largest market research firms, keeps it real and relatable . . .  
A recommended read whether you are starting out or a seasoned professional.  
–Barb Murrer, senior director global marketplace, Levi’s

**CAREER ADVICE FROM A GLOBAL CEO  
WHO JUST HAPPENS TO BE A MOM**

**In Her New Book MOM.B.A., CEO Karyn Schoenbart  
Provides An Insider’s Guide To Career Success**

Imagine what your life would be like if your mother was the CEO of a global company. Instead of just helping with your homework, she could provide the type of advice that would propel your career and allow you to overcome the many stumbling blocks that keep people from fulfilling their full potential at work. That’s the idea behind **MOM.B.A. Essential Business Advice from One Generation to the Next** by Karyn Schoenbart, CEO of The NPD Group, a global provider of information and advisory services.

**MOM.B.A.** is an insider’s guide to career success based on Schoenbart’s “lessons” to her daughter Danielle, now an established businesswoman in her own right. The book is filled with wise advice, personal anecdotes, and brief commentary from a wide range of top executives. What makes this book special is Schoenbart’s candor and engaging sense of humor as she reveals the problems, decisions, and ultimate triumphs that led her from market research project director to international business leader. Whether she is discussing the importance of first

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impressions, the most effective ways to build professional relationships, or techniques for managing a team, Schoenbart is the ideal mentor for people at all stages of their business journey.

**MOM.B.A.** is organized into ten in-depth chapters that provide a wide range of advice, such as:

**First Impressions: Make Sure They Want to See You Again** – First impressions are critical in building a career. Nothing can replace experience and confidence, but being judged on how you look is a reality of the working world. Approach your appearance as you would your resume. The most important part is the substance, but without clean formatting, proper spelling and grammar someone reviewing it may never delve into the content.

**Networking and Relationships: Build a Foundation** – Building business relationships is like putting money in the bank. Every time you have a positive interaction with someone, you create equity. Then if something goes wrong down the road, you can make a withdrawal, and still have plenty left in the account.

**Surviving Your Boss: We All Have to Report to Someone** – Build a positive relationship with your boss based on mutual respect and trust. If you are stuck with a bad boss, don't be discouraged. Instead focus on your goals and keep a record of your progress and accomplishments which can be used when it's time to move ahead.

**Managing and Motivating Others: Step Away from the Desk** – The secret to strong team morale is to make your employees your priority. Ask their opinions. Listen. Make them feel valued. And don't expect them to be effective without the right tools and skills. Find out what they need and help them get it.

**Dealing with Difficult Situations: When the Going Gets Tough, Get Smart** – When dealing with conflict, recognize that most people won't remember the issue, but they will remember how it was handled. Learn to listen without interrupting when someone is angry; don't blame others for your own mistakes; and replace "no" with phrases like "what I can do is . . ." whenever possible.

**Skilling Up: Learning What You Need to Succeed** – There are universal skills such as financial acumen, negotiation, sales, public speaking, business writing, client service, and time management that are critical to succeeding in just about any business. Use the tips in this chapter to make sure you master them.

**Global Expertise: More Than Stamps on a Passport** – If you want to work internationally, be proactive. Make it known you are open to traveling or moving for either a short or long-term stint. Once overseas, try to learn the basics of the country's language, master cultural nuances, and adhere to local business customs.

**Leadership: Inspiring Others to Follow You** – A good leader inspires people to believe in the organization's strategy and want to be a part of it. They communicate what the vision means for the company, its clients and its employees, as well as how individuals can contribute to making the vision a reality.

**The Career Journey: Where to Next?** – Sometimes, you need to get out of your comfort zone and take risks or you may be left behind. If you don't put yourself out there and try, you will never know what might have happened.

**The Balancing Act: What It Means To Have It All** – Consider what "having it all" means to you. An important part of surviving the work/life dilemma is cultivating a good sense of humor. Try not to sweat the small stuff and be realistic about what is possible given your work situation.

There is no other book quite like **MOM.B.A.** As Simon Chadwick, chairman of Insights Association and managing partner of Cambiar says, "When a woman as successful as Karyn Schoenbart offers advice on how to succeed in today's business world, it's worth paying attention." This is the ideal book for anyone who wants to propel his or her career with speed and confidence. It's the ultimate guide to success.

About the author

**KARYN SCHOENBART**, author of **MOM.B.A.** is CEO of The NPD Group, a global provider of information and advisory services to many of the world's leading brands. She has over 30 years of experience in the market research field, with expertise in identifying and developing new business opportunities and client partnerships.

Schoenbart was named one of the Top 25 Most Influential Women of the Mid-Market by the CEO Connection. She is also the recipient of the Long Island Brava Award, which recognizes high-impact female business leaders, and the Legacy Award from Women in Consumer Technology. Schoenbart is passionate about coaching others to greater levels of achievement. She is a resident of Long Island, NY. To learn more, visit: [www.KarynSchoenbart.com](http://www.KarynSchoenbart.com).