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**EXECUTIVE COACH & LEADERSHIP EXPERT PARTNERS WITH FILMMAKER,
WRITER AND ACTOR FOR CUTTING-EDGE BOOK**

Creative team crafts reader-friendly leadership book

MUNDELEIN, III. (July 15, 2008)-Knowing she had a powerful story to tell, executive coach Bea Fields used her leadership skills to build a team to craft her vision. She found that team in Filmmaker Corey Blake and Writer Eva Silva Travers, both of Writers of the Round Table, Inc., and Broadway Actor/Coach Roger DeWitt.

Newly released, "EDGE! A Leadership Story" combines the storytelling appeal of a novel with the educational approach of business non-fiction. The process of the book's creation and the final manuscript both exemplify dynamic leadership.

To create the story, Blake and Travers engaged Fields in a series of interviews and email exchanges to create characters so real they practically drove the story themselves. With DeWitt, Fields then recorded mock coaching calls to generate authentic dialogue. To demonstrate her unique coaching paradigm, Fields also spearheaded the objective chapter debriefs. Combined, character-driven story and Fields' provocative calls-to-action make this book essential for anyone in a leadership role, not just CEOs.

With rave reviews from such business experts as Michael Port ("Book Yourself Solid"), and NBC Universal Executive Sophie Mokhtari ("China Girl"), this book promises to take the industry by storm. Even seasoned veterans are feeling the razor sharp impact of the book:

"EDGE!" is not a business book per se, but a book about leadership, the role everyone in a role of authority must learn to play," said Michael Gerber, The New York Times bestselling author of the "E-Myth" books. "If he or she does, magic happens. How this transformation happens in 'EDGE!' is what most inspired me. Our hero comes face to face with a coach. But not just any coach. In 'EDGE!' our coach is someone I wish I knew when I needed one. She's a dazzle. I left (the book) with more of an edge than I had when I picked it up. Thank you for 'EDGE!'"

"EDGE!" is now available from Writers of the Round Table Press, Amazon and barnesandnoble.com. For more information, visit www.edge-book.com. For interviews with Bea Fields, Corey Blake or Eva Silva Travers, or to request a copy of "EDGE!" for review, contact Sue Publicover, 207.752.4802 sue@writersoftheroundtable.com.

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ABOUT THE AUTHORS

Bea Fields is the president of Bea Fields Companies, Inc. and the founder of Five Star Leader Coaching and Training, a leadership consulting firm currently serving more than 800 clients worldwide. The company has great success in using a variety of leadership and business development programs to assist clients in the areas of leadership and team development, strategic planning, business development, strategic alliance development, training and event development, creative writing, leadership branding, and public speaking. Fields holds a bachelor's degree from The University of Alabama and a certificate degree in Leadership Coaching from Georgetown University in Washington, DC. She has also achieved impressive certifications, including The International Coach Federation's Professional Certified Coach (PCC) designation and the Guerrilla Marketing coach certification.

Corey Blake, coauthor of "EDGE! A Leadership Story" (June 2008, with Bea Fields and Eva Silva Travers), "From the Barrio to the Board Room" (January 2008, with Robert Renteria) and "Excalibur Reclaims Her King" (December 2008, with Angelica Harris), and chairman of the dream for Writers of the Round Table Inc. and Writers of the Round Table Press is considered a dream facilitator for professionals looking to change direction in their lives through a pioneering manuscript. Corey acts as the director of the story and the brand and has built his business around the development, marketing, PR, and distribution of exceptionally written content intended to positively impact the world.

Eva Silva Travers, is an award-winning writer and producer with experience in both broadcast and print media. Co-author of "EDGE! A Leadership Story" (June 2008, with Bea Fields and Corey Blake) and several other books currently in production, Eva enjoys the journey she takes with clients as their dreams take shape. She builds her life's work around the belief that the world becomes a better place when people realize they have a voice, something to say and a means of expressing it.

ABOUT THE PUBLISHER

Writers of the Round Table Inc., and Writers of the Round Table Press work with successful men and women to realize their goal of pioneering a life-changing conversation through the creation of a book. Once people have reached a level of financial security, they begin thinking about their legacy and adding more meaning to the world. As business people, they realize the need to monetize their brand. The company assists them in achieving that result organically through the development, comprehensive branding, marketing and PR of a story-based book that delivers their important message to a massive audience. For more information, visit www.writersoftheroundtable.com.

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