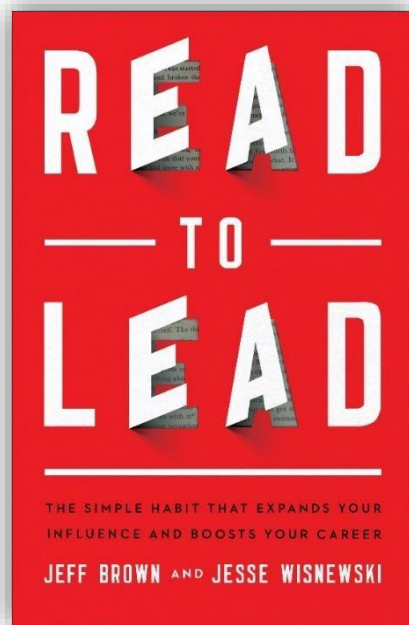


Make Reading a Habit & Boost Your Career Success

“This book is filled with excellent tips, advice, and suggestions on both why and how to expand your horizons through reading and how to make it a daily habit that will serve you for a lifetime. The readers of today are truly the leaders of tomorrow. A splendid, worthwhile read!” —**Stephen M. R. Covey, *New York Times* and #1 *Wall Street Journal* bestselling author of *The Speed of Trust***



Jeff Brown, the host of the 4-time best business podcast nominee *Read to Lead Podcast*, has joined efforts with marketing expert Jesse Wisnewski to bring the business audience a simple habit to boost any career.

Read to Lead: The Simple Habit That Expands Your Influence and Boosts Your Career (Baker Books, August 2021) teaches both why and how reading can be the key to a more successful career. Reading is the common habit shared by many successful people throughout history. It is responsible for unlocking limitless creativity and influence. It is known to reduce stress, improve decision-making skills, and make better leaders. It is the single best thing a person can do to improve themselves professionally. Reading more and better books creates opportunities to learn new skills, rise above competition, and build a successful career.

In *Read to Lead*, readers will learn:

- why people need to read like their career depends on it
- the five science-backed reasons reading helps build careers
- how to absorb a book into the bloodstream
- a technique that can double (or triple!) reading speed
- tips on creating a lifetime reading habit
- and more

This book will help those who are looking for something to give them an edge in their business or career. It is filled with insights from today's leaders and plenty of practical advice to help develop a personal reading plan to accomplish goals, maximize potential, and build a successful career. For people who want to lead a more satisfied life, have more intelligent conversations, and broaden their minds, this is an essential tool for a better way to read to lead!

Baker Books has a vision for building up the body of Christ through books that are relevant, intelligent, and engaging. We publish titles for lay Christians on topics such as discipleship, apologetics, spirituality, relationships, marriage, parenting, and the intersection of Christianity and culture. We also publish books and ministry resources for pastors and church leaders, concentrating on topics such as preaching, worship, pastoral ministries, counseling, biblical reference, and leadership. Learn more at www.BakerBooks.com.

Read to Lead: The Simple Habit That Expands Your Influence and Boosts Your Career
by Jeff Brown and Jesse Wisnewski

ISBN: 9781540901200 | 256 pages, paperback | \$18.99 | August 2021

About the Authors



Jeff Brown is an award-winning radio producer and personality and a former nationally syndicated morning show host. After more than 25 years in the radio and music industries, Jeff went boss-free and launched the *Read to Lead* podcast, a four-time Best Business Podcast nominee. Jeff has interviewed hundreds of leaders in their industry on the podcast, including Seth Godin, Simon Sinek, John Maxwell, Liz Wiseman, Dr. Henry Cloud, Brian Tracy, Nancy Duarte, and Alan Alda. He lives in Spring Hill, Tennessee.

TWITTER @thejeffbrown
LinkedIn @brownjeff
INSTAGRAM @thejeffbrown
FACEBOOK @readtoleadnation

Jesse Wisnewski is the director of marketing at [PhoneBurner](#) and a self-proclaimed bibliophile. He has been featured in *Forbes*, *CNBC Make It*, *The Muse*, *Observer*, and more. He holds a master's degree from Gordon-Conwell Theological Seminary and a marketing degree from Marshall University. He lives in Charleston, WV with his family.

TWITTER @thejessew **LinkedIn**
[@jesse_wisnewski](#)



What People Are Saying About *Read to Lead*

“If you have the nagging feeling that you should read more but can’t seem to do it, this book is for you. *Read to Lead* provides research-backed motivation to become a reader. And it gives you the practical tips and techniques you need to get the most out of every book you choose—which in turn makes reading extremely valuable and enjoyable. Let Jeff and Jesse guide you in your new reading routine.”

—**Michael Hyatt**, *New York Times* bestselling author, founder of LeaderBooks

Baker Books has a vision for building up the body of Christ through books that are relevant, intelligent, and engaging. We publish titles for lay Christians on topics such as discipleship, apologetics, spirituality, relationships, marriage, parenting, and the intersection of Christianity and culture. We also publish books and ministry resources for pastors and church leaders, concentrating on topics such as preaching, worship, pastoral ministries, counseling, biblical reference, and leadership. Learn more at www.BakerBooks.com.

“I might be biased because I’m a writer, but I think books are the cheapest, easiest way to radically change your life. In this book, Jeff and Jesse take that idea and supercharge it with actionable steps you can begin using to improve your career instantly.”

—**Jon Acuff**, *New York Times* bestselling author of *Soundtracks: The Surprising Solution to Overthinking*

“Reading is the freedom that leads to all other freedoms. *Read to Lead* will inspire accelerating readership, growth, and entrepreneurship. I hope it excites everyone who can read (4 billion of us) to teach one who can’t to read (4 billion alive now). I am happy you are reading and leading with my friends’ book.”

—**Mark Victor Hansen**, bestselling author and cocreator of the Chicken Soup for the Soul, One Minute Millionaire, and ASK! series

“If you want to read more and retain more, Jeff and Jesse have amassed a treasure trove of practical ideas for you. *In Read to Lead* you will find hundreds of best practices you can use to revolutionize the way you read.”

—**Mark Miller**, vice president of High Performance Leadership, Chick-fil-A, Inc.; international bestselling author of *Win Every Day*

“This extraordinary book will change your life, unlock your potential, and enable you to achieve any goal you can set for yourself. The richest and most successful people in the world have read themselves to riches and great rewards, often starting with little or nothing, and so can you.”

—**Brian Tracy**, speaker, author, consultant, and self-made millionaire