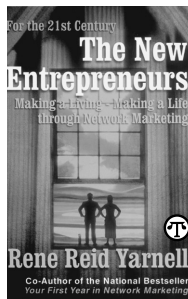


NEWS

OF BOOKS

The New Entrepreneurs

(NAPSA)—According to Rene Reid Yarnell, author of *The New Entrepreneurs* (Quantum Leap, \$15.95), the American dream is



undergoing significant transformation, and our vision is leading the way for the rest of the free world. Liz Walcher, a stockbroker for Merrill Lynch, reached the pinnacle of success by old standards but paid a heavy price by leaving her youngest daughter at daycare 12 hours a day. Now a successful representative in an international direct selling organization, Liz is a role model for others seeking a better life.

The American Dream is transcending the traditional model from the worker's desire to make a living to a much stronger aspiration to make a life. This evolving American dream is far less about accumulating wealth and much more about a well-integrated, productive work life along with a fulfilling personal life.

Corporate America itself may unwittingly be the catalyst behind this transformation. *The New Entrepreneurs* describes the shift

as a result ranging from the insecurity from layoffs and corporate downsizing to the pressures and stress placed on those left to do the work to the forty-year-olds who are being replaced by Gen Xers who work for half the pay with twice the energy—characteristics with which most corporate workers can identify.

The businesses that ultimately address these concerns will be the corporate survivors of the 21st Century. Meanwhile, those laid off are not returning to the workplace. In fact, the author predicts, with the advancement of technology and the Internet, the entrepreneurial spirit will surface as “the defining trend of the business world in this next century.” The profession most likely to advance this spirit, *The New Entrepreneurs* concludes as network marketing—the fastest growing industry in the country; currently embodying 10 million Americans.

Written for professionals exploring their vocational options, *The New Entrepreneurs: Making a Living—Making a Life Through Network Marketing* is available by calling 1-888-285-6316 or www.TheNewEntrepreneurs.com. Rene Reid Yarnell is the co-author of the national bestseller, *Your First Year in Network Marketing*.