



Author: **Mathew Knowles** Format: **6x9; Hardback**
 Pages: **202** Price: **\$24.95** ISBN: **9781503593053**
 Publication Date: **11/16/2015**

Mathew Knowles has often been referred to as one of the most influential entrepreneurs in the music and entertainment industry of our generation. Responsible for nurturing and building one of the most successful music groups of all time, Destiny's Child, and the career of his megastar daughter, Beyoncé. In addition, Mathew has continued to impact the lives of many through his global platforms which include successful business ventures, record label ventures, management services for recording artists and producers, artist development services, endorsement and partnership deals, a master catalog series, film and television ventures, licensed merchandise products, and philanthropic work.

A current professor at Texas Southern University, Mathew has also presented Master Classes at Berklee College of Music, Fisk University, the University of Southern California, and Rice University.

Xlibris

Contact 1-888-795-4274 | www.xlibris.com

The DNA of Achievers features nearly 30 inspirational essays by luminaries in all areas of entrepreneurship, entertainment, sports and philanthropy. Not to mention a singer or two!

Marketing & Publicity

- National marketing campaign
- Interviews in national publications: Essence Magazine, Hype Magazine and Madame Noire
- Autographed first-edition print copy promotional
- Promotional e-book giveaway
- Dedicated website, www.dnaofachievers.com, offering tools and actions worksheets

In-Person Appearances

- Premiere Radio
- ABC's Here and Now WABC
- SiriusXM, Channels 126 (Urban View) and 121 (Insight)
- FOX 5 Good Day Morning News WTTG TV
- What's The 411 TV
- The Hot Zone
- One-day workshop, "The Entertainment Industry: How Do I Get In," The Hobby Center for the Performing Arts in Houston

The DNA of Achievers: 10 Traits of Highly Successful Professionals is a business-oriented, motivational and inspirational book all rolled into one. As the title suggests, it will focus on characteristics that are common among successful people from all walks of life. Throughout his long career, Mathew has encountered individuals who have motivated, inspired and contributed to his success. The author's goal is to recount illustrative true-life experiences of ten traits commonly shared by successful people.

Featured in

