

ALL IN:

101 Real-life Business Lessons for Emerging Entrepreneurs

by Bill Green

"All In is full of real-life, hard-won, street-smart lessons that are transferable to any business."—Bernie Marcus, Founder & CEO of The Home Depot

YOU HAVE THE BIG IDEA, THE DRIVE AND AMBITION. You see the market, and you've identified the customers. You want to be wildly successful. You wonder, how certain entrepreneurs have achieved success without a fancy education or unlimited access to capital. Enter Bill Green, a serial entrepreneur. Using his own impressive business achievements (and his few fiascos), Green provides the reader with the practical tools needed to launch their Big Idea or improve their existing business. In a unique, humorous, and impassioned style, Bill shares 101 key insights he has gleaned over a 40-year business career that began with a single flea market table. He shares the lessons he learned that allowed him to leverage his flea market business table into one of the largest industrial distribution companies in the country and how he subsequently successfully invested in or founded numerous companies across multiple end markets. His message is universal and is the ideal road map for anyone who might wonder how the Bill Greens of the business world do what they do so well.

"The idea of guiding a company from the minor to the big leagues of business can be exhilarating, but also daunting without a detailed set of directions. All In provides those directions with humility, comedy and street smarts."

—John Calapari, Basketball Hall of Famer, National Championship Coach of the Kentucky Wildcats and NY Times Best Selling Author

KEY SELLING POINTS

- *All In* will show aspiring entrepreneurs how to fully commit to whatever they do—not just in business but also in life.
- *All In* will inspire readers to maximize their potential and give them the practical tools to succeed.
- With refreshingly candid and often humorous wisdom, Green answers the question: "How can a regular person make it as an entrepreneur?" Green's street-smart and insightful prose outlines how to conceive, build, and grow a business from neophyte startup to market dominance.
- Bill Green is one of the few CEOs willing to share from his own real-life experience.

MARKETING AND PR:

- The author has created a professional website blog featuring lesson excerpts from the book, with wide-net social media sharing on LinkedIn, Facebook, Twitter and Instagram.
- The author has an extensive network of fellow business owners and CEO who are endorsing *All In*, and who will share news of the book to their audiences.
- Bill Green will be speaking to several business groups as well as entrepreneurial groups, universities, libraries and bookstores.
- Bill is offering personal buy-back option to select bookstores to promote bookstore exposure

AUTHOR BIO

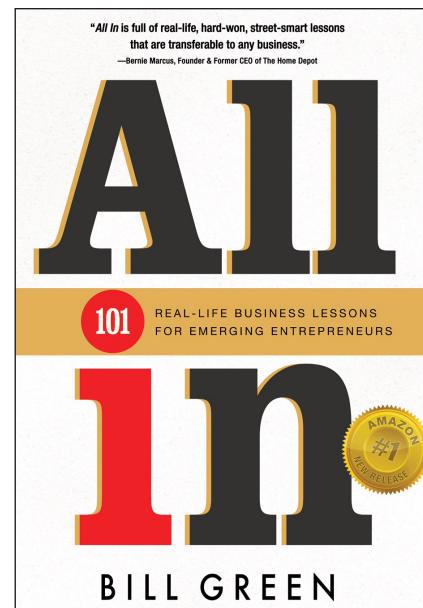


Bill Green is an author, and the Founder and CEO of The Crestar Group of Companies. Crestar is comprised of private equity, specialty finance, and real estate businesses. Bill is also the CEO of LendingOne, which was founded in 2014. LendingOne provides real estate bridge and rental loans for non-owner occupied real estate investors properties.

Prior to forming Crestar, Mr. Green was with Interline Brands, founding the company in 1977. For twenty-five years he led Interline as its CEO from a small retail outlet to one of the largest industrial distribution companies in the country. Today, Interline Brands is owned by The Home Depot.

Bill is a member of Young Presidents Organization and has served on numerous non-profit boards over the years. Currently, he serves on The Foundation Board of Trustees for The Children's Hospital of Philadelphia.

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- Emerging and aspiring entrepreneurs
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- Business people
- Professionals in leadership roles

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