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July 23, 2015

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**ST. LOUIS SPORTS AND LEADERSHIP EXPERTS
RENE VIDAL AND STEVE FINKELSTEIN
LAUNCH THEIR NEW BOOK
*PLAY SMART TO WIN IN BUSINESS: LEADERSHIP LESSONS FROM
CENTER COURT TO CORNER OFFICE***

ST. LOUIS — St. Louis sports and leadership experts René Vidal and Steve Finkelstein have launched a new book, *Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office*.

The new book is based on Vidal and Finkelstein's highly successful careers in both tennis and business coaching, applying sports principles to business and business principles to sports. Working with hundreds of clients and companies over the past 30+ years, Vidal and Finkelstein have combined their insights and wisdom into a recipe for winning.

The two authors have the requisite experience for writing this new book. René Vidal is a six-time NCAA championship coach and author/co-author of 3 books; and Steve Finkelstein has helped drive the performance of more than 300 companies, including many Fortune 500 companies, mid-size businesses, and nonprofits across many industries.

According to Vidal and Finkelstein, “We believe that everyone has the potential to increase their level of performance by understanding and applying some of the best practices used in sports, specifically tennis.”

In *Play Smart to Win in Business*, Vidal and Finkelstein take what readers think they know about readiness and execution, and through sports analogies, using online assessment tools and “Corner Office Challenge” end-of-chapter quizzes, bring these two principles to life in an immediately actionable plan for business leaders.

Play Smart to Win in Business provides readers with a focused game plan to help them rapidly unleash their inner potential, develop their team’s talent and capabilities, and accelerate the overall success of their organization.

Vidal and Finkelstein note, “When we began collaborating on *Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office*, we quickly identified the inextricable link between readiness and execution.”

The authors add, “Our commitment to the power of simplicity served as our guide in developing a systematic approach to improving productivity, performance, and results.”

Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office is now available online at www.playsmarttowin.net and on Amazon.com for \$17.95 each, plus tax and shipping. Bulk purchases are also available upon request through the www.playsmarttowin.net website.

For more information about *Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office*, please contact René Vidal at rene@playsmarttowin.net and Steve Finkelstein at steve@playsmarttowin.net.

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ABOUT THE AUTHORS

A six-time NCAA championship coach at three different universities, **René M. Vidal** is an American author, speaker, and peak performance strategist. He is Chairman and CEO of René Vidal Companies, a business specializing in the training and development of individuals, teams, and organizations.

He is the author or coauthor of three books, including *The Power of Focus: 21 Great Ways to Stop Procrastinating and Start Creating Big Results*, and *Play Smart to Win: Better Tactics Lead to Better Results*.

Visit René at www.renevidal.com and www.playsmarttowin.net.

Steve Finkelstein is a principal at S-Curve Coaching, a St. Louis-based leadership development and training firm. He is widely recognized by business leaders and C-Suite executives as the “wizard of consulting.”

A former consulting partner at Deloitte and Grant Thornton, Finkelstein has helped drive the performance of more than 300 companies, including many Fortune 500 companies, mid-size businesses, and nonprofits across many industries.

Steve is the co-founder of Experience on Demand, a St. Louis based management consulting firm, who are experts in executing projects and improving processes and operations.

Visit Steve at www.playsmarttowin.net and www.experience-on-demand.com.

BOOK SYNOPSIS

In their new book, ***Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office***, six-time NCAA championship tennis coach René Vidal and the "Wizard of Consulting" Steve Finkelstein take what you think you might know about readiness and business execution, and bring these two principles to life in an immediately actionable plan.

Written for business leaders, top performers, teams, and organizations, you will learn accelerated techniques for rapid professional growth and sustainable success:

- Raise the bar personally and professionally
- Play to your strengths
- Successfully execute under pressure
- Increase your leadership effectiveness
- Produce greater value in less time
- Focus on exceeding your top goals, and more.

REVIEWS

"A great program, with real tools that will improve your team and your organization"

~ Rodney Harmon, Georgia Tech Head Women's Tennis Coach

"This is a GREAT BOOK. As a business leader in the finance industry, I find the mini-assessments after each Chapter extremely beneficial. We're very much into "numbers," so the ability to consistently measure my leadership skills and immediately apply the high performance strategies is making a BIG IMPACT on my LEADERSHIP RESULTS!"

~ Winning DNA (via Amazon.com)

"A PHENOMENAL book! The authors provide a clear, step-by-step plan for improving business performance, developing leaders, and creating winning teams. An easy read with SIMPLE, ACTIONABLE TOOLS, highly recommended!"

~ Business Master (via Amazon.com)

PURCHASING THE BOOK

Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office is available for purchased online at Amazon.com.

Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office

By Rene M. Vidal and Steve Finkelstein

ISBN: 0692436707

ISBN 13: 9780692436707

Softcover

6 x 0.6 x 9 inches 276 pages (also available as an E-book)

\$17.95

www.amazon.com

SCHEDULING AUTHOR INTERVIEWS

Author interviews can be scheduled by contacting Mary Hediger at (314) 910-7895 or via email at mhediger@bigbangmktg.com.

Copies of ***Play Smart to Win in Business: Leadership Lessons from Center Court to Corner Office*** are also available upon request for media reviews by calling (314) 910-7895.