

For Immediate Release

**NEW INSPIRATIONAL QUOTATION BOOK FROM THE BOOK COMPANY ASKS  
“HOW MANY PEOPLE DOES IT TAKE TO MAKE A DIFFERENCE?”...ONLY ONE**

DELRAY BEACH, Fla. (August \_\_, 2009) –The Book Company announces the exclusive availability of the new book “1: *How many people does it take to make a difference?*”, the highly-anticipated sequel to last year's hugely popular title “5” that also featured thought-provoking questions, real-life stories, and inspiring quotations, said Doug Greenhut, president.

“1” is a book about the power of one person, one company, one charity or one community to make a significant difference in the world. “1” is not just another business book about “success” - it’s a book about “significance.” It’s not just a book about making a living - it’s a book about making a life. It’s not a book about competition and winning - it’s a book about collaboration and giving.

“You won’t find another product that does a better job of expressing the growing spirit of caring and volunteerism, as well as the joy and satisfaction of individual and corporate citizenship.” said Greenhut. “This makes “1” a very unique and inspiring promotional gift for literally thousands of socially conscious corporations, non-profits, outreach, fundraising and community action groups.”

Unique to the promotional products industry, The Book Company offers customization for literally any book in the world. Their experienced team and expansive web site ([www.thebookco.com](http://www.thebookco.com)) offer promotional product specialists smart and easy ways to find the perfect book for most any promotional theme and budget. The “1” book is 9” x 7” in size, 80-pages, and features a hardcover with a book jacket. With a minimum order of 50 copies, customization options for the book include a Cover Imprint, Promo-Page Insert and Custom Book Jacket.

For more information about “1: How many people does it take to make a difference?,” or any other book title offered by The Book Company, contact your Account Manager toll-free at 1-800-367-9388, or visit their web sites at:

- Distributor Website: [www.thebookco.net](http://www.thebookco.net)
- End-User Website: [www.thebookco.com](http://www.thebookco.com)