

## **Author Jennifer Bouani Awarded for Teaching Kids about Business and Entrepreneurship**

*Tyler Passes the Golden Key selected from thousands of submissions*

December 5, 2008 (FPRC) -- Chosen from thousands of children's books currently on the market, Tyler Passes the Golden Key (written by Jennifer Bouani and published by Bouje Publishing) has been selected by USA Book News as a finalist in the Children's Fiction in the 2008 National Best Books Award (NBBA) .

Jeff Keen, President and CEO of USABookNews.com, said this year's contest yielded an unprecedented number of entries, which were then narrowed down to the winners and finalists, he added "Winners and finalists traversed the publishing landscape: Simon & Schuster, Tarcher/Penguin, HarperCollins, Hyperion, St. Martin's Press, McGraw-Hill, John Wiley & Sons & hundreds of independent titles contributed to this year's outstanding NBBA competition. Keen added, "NBBA's success begins with the enthusiastic participation of authors and publishers and continues with our distinguished panel of industry judges who bring to the table their extensive editorial, PR, marketing, and design expertise."

"An excellent combination of a silly story and knowledge of basic business principles" said Amazon.com TOP 10 Reviewer Charles Ashbacher. He added, "Learning the basics of business is important; nearly every adult is involved in making sure that a business is successful. Children can and should learn these principles at a young age, certainly before they get their first job. This book uses some of the silly naming strategy that makes children's books successful, for example the name of an island is Spiceboodati, the Octopus is Octopush, one of the competitors is Sharpina the Fox and when looking for additional money, Tyler and Giselle go to Deepockits Park. However, silly names aside, the underlying message is one of sound business strategies. The Solve-a-Matic company is suffering from lagging sales and poor customer support and service. The solution starts with dispelling negative rumors, establishing a brand, setting down some additional customer-friendly rules and expanding the customer base by offering discounts and rental opportunities. Market surveys are used to determine what the market will bear. This is a sound primer on the basics of business; it combines a silly story with genuine and usable knowledge of how a business is run."

Tyler Passes the Golden Key (Bouje Publishing, ISBN-13: 9780977926510) Teaching Kids how to be Entrepreneurs and Business Leaders. As Tyler fulfills his dream of sailing around the world, Giselle returns to Nessibus and the Solve-a-matic factory only to find a creepy man that lurks in a boat in nearby waters, an eerie (and stinky!) fog has settled in, and Tyler's customers have disappeared! The company is on the brink of bankruptcy and to complicate her worries, Tyler gets stuck out at sea with no wind to carry him back home. Giselle faces the greatest challenge of her life as she must figure out how to market the Solve-a-matic Machines to increase Tyler's sales and bring him home.

The message crosses all geographic, gender, racial, and socioeconomic lines empowering kids to reach for their dreams while learning real life lessons. Some of the lessons covered in the story can make all the difference in a kid's future: the importance of dreaming big, protecting an idea, fighting doubts & building self-esteem, hiring the right people, finding the right real estate, networking,

making money, and achieving success. "In today's global marketplace of extreme competition," said Bouani, "It is critical more than ever that children learn early the principles of free market trade and how to become leaders in a society."

"Wonderful story! Creative characters and names! The play of words constantly amused my daughter while she was reading it." --Satish, parent of a 10-year old girl

"This book is really exciting! It kept me wanting more. I loved it!" --Jennifer, age 12

About the Series; Tyler's peers are other children of the magical city of Nessibus with various skills and talents who each tell their own story of becoming business leaders in separate books. These stories make up the Future Business Leaders' Series™. The plots of the various books interweave as the characters become suppliers, customers, and referrals for one another, emphasizing the power of networking and its influence over one's business success.

About the Author; Jennifer Bouani is an advocate for capitalists and entrepreneurs. She is the author of the #1 Amazon Kindle Bestseller and Award Winning Book Tyler and His Solve-a-matic Machine and the Future Business Leaders' Series™. She mentors parents, educators, community leaders on how to empower and prepare kids for tomorrow's world by teaching them how to think creatively, explore products and services around them, set realistic goals, and overcome obstacles -- the keys to turning what they love to do into business ideas and realizing their dreams.

Ordering ; Ordering information for Tyler Passes the Golden Key (Bouje Publishing, ISBN-13: 9780977926510, US \$8.99) is available online and 404-966-1732 .;

About Bouje Publishing; Atlanta-based Bouje Publishing, LLC, publishes the Future Business Leaders' Series™ for children. For more information, visit <http://www.boujepublishing.com/>

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