

# THE MIDWEST BOOK REVIEW

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JAMES A. COX  
Editor-in-Chief  
mwbookrevw@aol.com  
<http://www.midwestbookreview.com>

278 Orchard Drive  
Oregon WI 53575  
(608) 835-7937  
mbr@execpc.com

July 11, 2009

Publicity Department  
Melissa Brown Publicity  
8605 Santa Monica Blvd., Suite 20540  
Los Angeles, CA 90069

Dear Publicist:

I'm very pleased to inform you that the July 2009 issue of our library newsletter "Library Bookwatch" features "Earning Serendipity". A tear sheet is enclosed for your records.

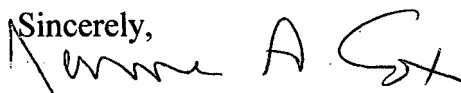
This review also appears in the July 2009 issue of our online book review magazine "Internet Bookwatch"; and has been posted with the Cengage Learning, Gale interactive CD-ROM series "Book Review Index" (published four times yearly for academic, corporate, and public library systems); as well as book review databases such as LexisNexis and Goliath. Additionally, the review will be archived on the Midwest Book Review website at [www.midwestbookreview.com](http://www.midwestbookreview.com) for the next five years.

Assuming your book is registered with Amazon.com, I've also instructed our webmaster to post the review there as well.

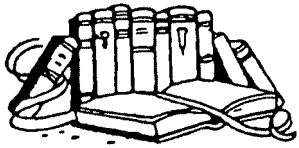
Incidentally, although our bylaws prohibit accepting money from authors or publishers (in order to avoid any conflict of interest issues), we did amend it to allow authors and publishers who wanted to make a gesture of support and appreciation for what we try to do here at the Midwest Book Review in behalf of the small press community to donate postage stamps "for the cause". So if you'd like to donate some postage stamps to the Midwest Book Review, feel free (but not obligated!).

I look forward to your next title!

Sincerely,



James A. Cox, Editor-in-Chief



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## The Self-Help Shelf

### Earning Serendipity

Glenn Llopis

Greenleaf Book Group Press

PO Box 91869, Austin, TX 78709

✓ Melissa Brown Publicity (publicity)

8605 Santa Monica Blvd., Suite 20540, Los Angeles, CA 90069

9781929774913, \$21.95, [www.gbpress.com](http://www.gbpress.com)

Goodwill means a lot these days where everyone is suspicious of unethical conduct. "Earning Serendipity: 4 Skills for Creating and Sustaining Good Fortune in Your Work" is the good-hearted business man's guide to the power of goodwill and kindness in the world of business. Being a nice guy can do much in a field where everyone is viewed as cutthroat, and author Glenn Llopis hopes to inspire readers to be friendly and kind, while keeping a firm stance against any who would take unfair advantage of one's kindness. "Earning Serendipity" is a must read for business people of all backgrounds.