



**FOR IMMEDIATE RELEASE:**

**NMBC HOSTS DR. NILDA PEREZ' BOOK TOUR: THE LEADERSHIP SHIFT: THE STRATEGIC POSITIONING OF BUSINESS LEADERS.**

**New York, NY - November 13, 2014** – On Thursday, November 20th, the National Minority Business Council (NMBC) will be hosting Dr. Nilda Perez' book tour and discussion event promoting her new book, **The Leadership Shift: The Strategic Positioning of Business Leaders**.

"We are pleased to support and host Dr. Perez' book tour and discussion event at the National Minority Business Council" says President & CEO Mr. John F. Robinson.

With a focus on scholarly research Dr. Perez creates a well substantiated argument for the rise of the Business leader. Beginning with Latino's historical framework, and moving into an analysis of emotional intelligence, cultural intelligence, values and core beliefs, she also creates a blueprint for an aspiring Latino leader. As a business coach her thoughtful analysis of strategic foresight creates scenarios that encourage the rise of the servant leader. Business leaders possess natural qualities of collectivism, family oriented values and caring about the welfare of their community.

"The one thing that distinguishes Latinos is their innate ability to work hard, be dependable, show loyalty and have integrity," states Dr. Perez. Never have so many great opportunities been combined into one event; attendees will:

- Learn about this exciting leadership shift that is repositioning Latinos for success
- Learn how the formation of the Latino Academy for Business coaching and training programs are catalyst in preparing Latinos for business leadership
- Purchase The Leadership Shift: The Strategic Positioning of Latino Business Leaders book
- Enjoy a 20% discount on any coaching or training offered at the event

Admission to the event is free, but pre-registration is required. Please RSVP online at: <http://bit.ly/10UNJI3>

Dr. Nilda Perez is a speaker, author, trainer coach and consultant. Her mission is to equip Latino Business owners with the tools to grow their businesses exponentially. She is the founder of The Latino Academy for Business™ (The L.A.B.) which was birthed from the umbrella Aspire 4 Life Inc. and is dedicated to specializing in 21st Century business development. For more information please visit her website at: <http://latinoacademyforbusiness.com/> .



The National Minority Business Council, Inc. (NMBC), a not-for-profit 501 (c) (3) corporation, was founded in December 1972. The primary purpose of the organization is to enhance the success and profitability of the small business community through the provision of high-quality services, programs, advocacy and networking support. The NMBC provides procurement; education and training; international trade services; advocacy and business development assistance to minority and women-owned businesses as well as veteran-owned businesses. The secondary purpose is to act as an information clearinghouse for the women- and minority-owned business enterprise (MWBE) community.

**For further information about the NMBC, please visit [nmbc.org](http://nmbc.org) or call 347-289-7620 or send us an e-mail at [info@nmbc.org](mailto:info@nmbc.org)**

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