

## **Kids Learn Marketing & Business through New Adventure Book: Tyler Passes the Golden Key**

*National Award Winning Bouje Publishing is proud to announce the release of the second book in the Future Business Leaders' Series™: Tyler Passes the Golden Key by Jennifer Bouani.*

Atlanta, GA July 14, 2008 (FPRC) -- National Award Winning Bouje Publishing is proud to announce the release of the second book in the Future Business Leaders' Series™: Tyler Passes the Golden Key by Jennifer Bouani.

This new story continues the exciting adventures of Tyler and Giselle (Book 1: Tyler and His Solve-a-matic Machine) and builds on the basic entrepreneur lessons covered in the first book by introducing young readers to slightly more complex business concepts (e.g. marketing, sales, branding and the power of networking) while still maintaining its uniquely fun, adventuresome quality.

In her first book the national award winner Tyler & His Solve-a-matic Machine (Bouje Publishing, ISBN-10: 0-9779265-0-8, ISBN-13: 9780977926503), Jennifer Bouani introduced readers to Tyler, an orphan boy who invents a machine to help him do his homework and creates a business to manufacture this machine. He endures many tests set out for him by the Great Spirit of the Entrepreneurs, Soté, before he can officially become a successful business owner and realize his dream of sailing around the world. The tests are symbolic of obstacles encountered by adult entrepreneurs in the real world. They teach business concepts in a simple, yet adventurous way showing them how to participate in and reap the rewards of our society.

In the new adventure story Tyler Passes The Golden Key (Bouje Publishing, ISBN-10: 0-97792651-6, ISBN-13: 9780977926510 ), Tyler's friend Giselle takes center stage as she learns how to create a brand for his Solve-a-matic Machine, listen to his customers and investigate his competition: basic principles of marketing. As Tyler fulfills his dream of sailing around the world, Giselle returns to Nessibus and the Solve-a-matic factory to find a creepy man that lurks in a boat in nearby waters, an eerie, stinky fog has settled in over the city, 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.

"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

"The great twists and turns kept me hooked through the entire story!" --Cameron, age 13

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

### About the Series

The message of the Future Business Leaders' Series™ crosses all geographic, gender, racial and socioeconomic lines by empowering kids to reach for their dreams while learning real life lessons.

The lessons covered in the series 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, listening to customers, branding, knowing the competition, networking, making money and achieving success. "Given today's global marketplace of extreme competition," said Bouani, "It is more critical than ever that kids learn the principles and virtue of free market trade and how to become effective leaders in society to ensure we preserve the individual freedoms that our forefathers fought for."

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. Book Reviews on Amazon.com

#### About the Author

Jennifer Bouani is an advocate for young capitalists and entrepreneurs. Bouani comes from a family of entrepreneurs. She started working in her dad's business at the young age of 12 years old. In 1995, she graduated Summa Cum Laude from Auburn University with a degree in Computer Engineering. She has been a project manager, business analyst manager, a business communications professional and a consultant. Jennifer has expertise in multiple industries: retail, insurance, automotive, consulting, telecommunications, publishing among others. She is the author of the #1 Amazon Kindle Bestseller and Award Winning Book Tyler and His Solve-a-matic Machine. 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. Read her blog.

#### Ordering

Ordering information for Tyler Passes the Golden Key (Bouje Publishing, ISBN-10: 0-9779265-1-6, ISBN-13: 9780977926510, US \$8.99) is available online and 404.966.1732.

Ordering information for Tyler & His Solve-a-matic Machine (Bouje Publishing, ISBN-10: 0-9779265-0-8, ISBN-13: 9780977926503, US \$6.99) 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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