

Dr. Nilda Perez Launches first stop in Book Tour the National Minority Business Council

Source: Dr.Nilda Perez

Dated: Oct. 06, 2014

ASTORIA, N.Y. -- Dr. Nilda Perez' next stop in her book event Tour of The Leadership Shift: The Strategic Positioning of Latino Business Leaders will be at the National Minority Business Council Inc.

New York, NY Book Event
October 28, 2014 5:00- 7:00pm
30th floor between 50th & 51st Street
New York, NY 1019

Dr. Nilda Perez, Business Blueprint Strategist authored *The Leadership Shift: The Strategic Positioning of Latino Business Leaders*. She proposes that Latino business owners need to prepare for this impending shift in business leadership. She passionately believes small Latino businesses can redirect this uncertain economy. She is now taking this theory, on a grandstanding book tour to her second stop at the National Minority Business Council Inc. great supporters of her book and her Latino Academy for Business.

After great success with the launch of her book *The Leadership Shift: The Strategic Positioning of Latino Business Leaders* Dr. Nilda Perez is starting the launch of her first book tour starting with the National Minority Business Council.

The book takes the reader through an experiential sequence bringing them on a journey of the Latino. Beginning with the early history of Latinos in the U.S., she then provides an in-depth understanding of the new Latino and the value they bring to the U.S. economy. So, it is understood who the Latino is and what qualifies them as outstanding and viable global business leaders. She also explains the importance of being vigilant and capitalizing on business trends that Latino business owners need to capitalize on as Latinos in the U.S. are better equipped than they realize.

Technology has changed globalization and the way we do business internationally in real time. Meaning, that we need a new type of leadership that can interact and exchange cross-culturally with ease – and, the bi-cultural Latino is up to this challenge. Dr. Nilda Perez identifies in *The Leadership Shift: The Strategic Positioning of Latino Business Leaders* a variety of methods and strategies for success that are 'cutting-edge' and masterful for this rapidly growing community of Latino business owners.

The book tour is to take place over the next few months through the greater tri-state area, to later expanding outside of New York to Virginia, New Jersey, and Connecticut. Dr. Nilda Perez will be discussing the Latino Academy for Business (LAB) where Dr. Perez will be educating the small Latino business owners on ways to grow their businesses to exponentially. There will be books available for purchase at the event, and Dr. Perez will be available book signing, she will also discuss her academy (the LAB) where she will provide more in-depth training on Latino business development.

Dr. Nilda Perez is the CEO of The Latino Academy for Business, an online training academy that trains coaches and consults businesses to ignite growth in companies that have plateaued. She has been a business coach that has delivered results to many companies and is the author of *The Leadership Shift: The Strategic Positioning of Latino Business Leaders*. Learn more about Dr. Nilda Perez at <http://drnildaperez.com>. *The Leadership Shift: The Strategic Positioning of Latino Business Leaders* is also available through Amazon.com.

When: October 28, 2014 5:00-7:00pm

Where: National Minority Business Council Inc.

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