



## Sourcebooks Launches Ignite Reads to Spark Big Change in Just One Hour

### New Line of Books Caters to Busy Professionals Looking for Dynamic and Impactful Content



(CHICAGO, IL) – Americans spend an average of 19 minutes reading for personal interest a day, according to the U.S. Bureau of Labor Statistics, while researchers at the University of Michigan found that spending 30 minutes a day reading can significantly improve your life, including increasing your life span by two years.

Sourcebooks, the largest woman-owned publisher in North America and the leading publisher in the Midwest, knows that personal and professional development books are in demand among time-crunched readers. In response, the publisher is launching Ignite Reads, a new line of leadership and motivational books designed to be read in under an hour.

“Ignite Reads is an extension of our belief that ‘books change lives,’” said Dominique Raccah, Sourcebooks publisher and CEO. “These are books by expert authors that are highly visual and feature dynamic content and can be read in an hour or less.”

Ignite Reads launched in January 2019 with the publication of *Every Monday Matters* by Matthew Emerzian, founder of the popular nonprofit organization of the same name, and *Smarter Next Year* by David Bardsley, a leading lecturer on the topic of boosting brain power.

“The world moves fast, and those who thrive move even faster,” said Todd Stocke, Sourcebooks senior vice president and editorial director. “The authors in Ignite Reads are today’s leading edge thinkers in professional and personal success. With minimal time investment, you’ll get maximum impact and results.”

Twelve books will be published in the Ignite Reads line in 2019, with more slated for 2020. All Ignite Reads titles will be available in retail outlets as well as on the [Simple Truths](#) website, where readers can find additional resources such as discussion guides and training presentations. Simple Truths [Elite Club](#) members also receive additional perks, including early, signed copies of Ignite Reads titles.

Other forthcoming Ignite Reads titles include *The Unconventionals* (June 2019) from award-winning podcaster Mike O’Toole and Hugh Kennedy; *The Neuroscience of Selling* (November 2019) by leading sales and sales management speaker John Asher; and *10 Simple Secrets of the World’s Greatest Business Communicators* (December 2019) by Carmine Gallo, a communication coach for the world’s most admired brands.

#### About Sourcebooks

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in the most dynamic, data-driven ways. We create books that transcend categories and defy odds and have been honored with hundreds of national bestsellers and awards. We are home to enthusiastic, book-loving employees who are dedicated to connecting books to readers in new and innovative ways. Story by story, book by book, we have touched over 100 million lives. Join us as we change 100 million more. Visit [sourcebooks.com](#) for more information.

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