

**FOR IMMEDIATE RELEASE**

**Contact:** Corey Michael Blake  
[corey@roundtablecompanies.com](mailto:corey@roundtablecompanies.com)  
224.475.0392

## **Dr. John Eliot's Business Book Attains Super Hero Status—As a Comic Book**

*"Overachievement: The Science of Working Less to Accomplish More" Becomes Newest in the SmarterComics™ Series Published by Writers of the Round Table Press*

**CHICAGO, Ill. (August 12, 2010)** – Dr. John Eliot likes to break with tradition. In his best-selling book, "Overachievement: The Science of Working Less to Accomplish More," he says that the way people are taught to approach challenges is completely wrong. To be outstanding, he says, people need to use a counter-intuitive approach to achieve things beyond the normal.

Now, Dr. Eliot is ready to take his message to a new audience, and typically, he's tackling that effort in a different way, by working with Writers of the Round Table Press and SmarterComics to repackage this book into a comic book.

Franco Arda, SmarterComics founder, says that transforming this book into a comic book format will allow the book's message to reach more people.

"Illustrating this great book will help readers understand those essential points faster and longer; this is the visual power of comics," Arda says.

The style of the book works well in the comic book format, Dr. Eliot says, because the imagery brings the case studies and stories that are outlined in the book to life.

"I'm super excited about the concept of providing books to audiences in various formats," he adds.

Corey Michael Blake, Writers of the Round Table's founder and the executive editor and publisher of the series, is excited to add this book to the series.

"John is one of those rare finds -- he has dynamic expertise and the sincere desire to impact his readers and inspire them to greatness."

### **About Writers of the Round Table Press, Inc.**

Writers of the Round Table Press is the publishing division of book packager Writers of the Round Table Inc., led by Corey Michael Blake. Visit [www.roundtablepress.com](http://www.roundtablepress.com) and [www.roundtablecompanies.com](http://www.roundtablecompanies.com).

### **About Dr. John Eliot**

John Eliot, Ph.D. is a decorated professor of management and performance psychology. He currently consults for Stanford University, as well as numerous professional sports teams and Fortune 500 businesses. He is also an adjunct professor at the SMU Cox School of Business Leadership Center. [www.overachievement.com](http://www.overachievement.com).

### **About SmarterComics™**

Based in Silicon Valley, SmarterComics™ specializes in taking popular non-fiction books and transforming them into a comic book format that is entertaining, short, and informative to read. [www.smartercomics.com](http://www.smartercomics.com).

###