

# JOELLE K JAY

## Local Author, Joelle K. Jay Leading 12 Books Group in September 2012

(Denver, CO, August 15, 2012) Author, Joelle K. Jay, will personally lead the discussion of her book, *The Inner Edge*, as part of the 12 Books Group. The largest online book group in the business genre, 12 Books introduces readers to a business leadership book each month and provides the unique experience of an author-lead discussion forum.

“In order for leaders to be truly successful,” says Jay, “they have to learn to lead themselves. The 12 Books Group provides a forum for leaders to focus on themselves and gain new ideas to meet today’s new challenges.”

Members of the 12 Books group will read *The Inner Edge* during the month of September this year. *The Inner Edge: The 10 Practices of Personal Leadership* draws on timeless principles and Jay’s experiences with hundreds of leaders from America’s most successful and admired companies, setting out ten essential components of leading well and living well. Members of the book group will have access to an online discussion led by Joelle K. Jay, in addition to bonus materials and opportunities to win free signed copies of the book. At the end of the month, members will be invited to a live Q&A discussion with Joelle K. Jay.

“We are very excited about the insights Joelle will be able to bring to our group membership” says Jacob S. Paulsen, Director of 12 Books. “Leadership is founded upon principles that must be a way of life. Joelle has a proven track record of helping leaders and organizations find success by instilling those principles.

This is the type of thing our members are looking for.”

Membership in the book group is free and anyone can join at any point during the course of the year. Those interested in becoming members of the book group can learn more at [12booksgroup.com](http://12booksgroup.com).