

# Steve Blue

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## Winona CEO Steven L. Blue Co-Authors Book with *Chicken Soup for the Soul®* Best-Selling Author® Jack Canfield

*Blue's latest book launches this Thursday.*

**WINONA, MN** – Steven L. Blue, CEO of Winona-based rail safety product manufacturer Miller Ingenuity, has co-authored his latest book titled *Mastering the Art of Success* with Best-Selling Author® Jack Canfield, originator of the *Chicken Soup for the Soul®* book series.

*Mastering the Art of Success* is [available on Amazon this Thursday, July 13<sup>th</sup>](#) and features a select group of experts and professionals sharing their secrets and methods of success.

“No matter what line of work you are in, the marketplace and the changes it brings challenges you,” says Steve Blue. “Even if you are the most savvy and skilled entrepreneur, you risk losing ground if you don’t continually push forward and out innovate your competition. I am honored for the opportunity to co-author and contribute my expertise to Jack Canfield’s latest book.”

Blue, an internationally recognized business transformation expert, is known for his enthralling keynote speeches, books, article contributions, and media appearances that have shown many c-suite executives how to maximize their company’s growth potential through transforming company culture.

*Mastering the Art of Success* is available for \$19.95. All buyers who purchase the book on launch day, July 13<sup>th</sup>, can also receive hundreds of dollars’ worth of bonuses by submitting their receipt to [bonus@celebritypresspublishing.com](mailto:bonus@celebritypresspublishing.com).

A portion of the royalties earned from *Mastering the Art of Success* will be donated to Entrepreneur’s International Foundation, a not-for-profit organization dedicated to

creating awareness for charitable causes. The book will be released under the CelebrityPress® LLC imprint, a leading business book publisher that publishes books from Thoughtleaders® around the world.

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#### **ABOUT STEVE BLUE**

With more than 40 years of management, executive, consulting and speaking experience worldwide, Miller Ingenuity CEO Steve Blue ([www.steveblueceo.com](http://www.steveblueceo.com)) is a leading mid-market CEO and a globally-regarded business growth authority who has transformed companies into industry giants and enthralled audiences with his dynamic keynotes. He is the author of four books, including his latest, *Mastering the Art of Success* and *American Manufacturing 2.0: What Went Wrong and How to Make It Right*. Follow Steve on Twitter @StevenLBlue.