

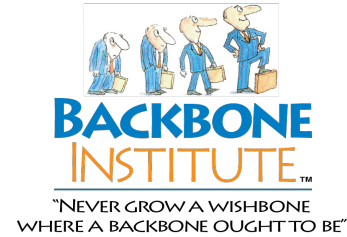
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**Local Author and Public Speaker to Launch Third Book**

“Of Beauty and Substance: A Backbone Guide for Women” will be available August 15

OCONOMOWOC (August 5, 2014) — Local author and public speaker Susan A. Marshall is set to launch her third book early this month. Currently available for preorder, “Of Beauty and Substance: A Backbone Guide for Women” is the first of six books in the Backbone Guide Series, and will be available for purchase on August 15.

“Of Beauty and Substance: A Backbone Guide for Women” addresses perennial complaints such as not being taken seriously, excessive worry about what others think, the fear of not measuring up, and a multitude of other challenges including habits and mannerisms that invite others to dismiss you. Multi-tasking to burnout, owning other people’s ‘stuff’ and learning to say ‘no’ are highlights, as well.

“The truth is that you have within you everything you need to be a beautiful, important woman of substance. While the world encourages you to carefully maintain the outward packaging you carry with you, the good stuff is inside. There is only one you. And here’s a big truth: The rest of us need you.” - An excerpt from “Of Beauty and Substance: A Backbone Guide for Women.”

“Beauty and Substance is a rare gift for women seeking the courage to lead, to find the new backbone the leaders of the future require,” states Frances R. Hesselbein, President and CEO, The Frances Hesselbein Leadership Institute.

The Backbone Guide Series leverages the platform created by Marshall’s original work, “How to Grow a Backbone,” and offers practical, actionable advice for specific audiences: women, young professionals, geeks (including engineers, scientists, and technology workers), non-profit leaders, parents and educators.

With nearly 30 years of hands-on experience in professional and leadership development, Marshall is also the founder of Backbone Institute. Offering products and services to individuals and businesses to instill new competence, Backbone Institute is designed to help identify current levels of confidence, and map out steps needed to build on it. It fuels the appetite for taking intelligent, purposeful risk in order to realize dreams.

As a sought-after public speaker, Marshall has challenged and entertained audiences of all sizes across a multitude of industries in workshops and keynote addresses. She has presented to

audiences including Chrysler, GE Healthcare, UW-Madison Women's Executive Leadership Summit, New York Leadership Academy, Rogers Memorial Hospital Foundation, and more.

For more information about Backbone Institute, to order "Of Beauty and Substance: A Backbone Guide for Women," or for book signing locations as they become available, visit [www.backboneinstitute.com](http://www.backboneinstitute.com).

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Susan A. Marshall is an author, speaker, and Founder of Backbone Institute, LLC, whose mission is to create a stronger, more confident future one person or team at a time. She has been assisting leaders in public and private sector industry, non-profit agencies, and public education for nearly 30 years. Her work is dedicated to building strong leaders who in turn create successful organizations, transform school systems, and develop leaders at all levels. Marshall's first book, "How to Grow a Backbone: 10 Strategies for Gaining Power and Influence at Work," has been translated into multiple languages and is especially popular in Asia. Her second book, "Life. Be in it." was released in December 2012.