

# MEDIA ADVISORY

FOR IMMEDIATE RELEASE - Thursday, December 5, 2013

## Rana Florida's *UPGRADE* Named a Hardcover Best Seller by the Tattered Cover

NEW YORK, NY - Rana Florida's recently released book, *UPGRADE*, has been named a Hardcover Best Seller by the Tattered Cover Bookstore, along side Sheryl Sanberg's *Lean In*, Rath Thom's *Strengthfinder 2.0* and Miki Agawal's *Do Cool Sh\*T*. Tattered Cover Bookstore is one the largest independent bookstores in the U.S.

### About Upgrade:

What can you learn from the masters of success? **Andre Agassi, Nelly Furtado, and Mario Batali to Tony Hsieh, Tory Burch, Richard Illy, Daniel Pink, Zaha Hadid, and Maryland Governor Martin O'Malley** - experts, luminaries, and stand-outs in their respective fields – reveal the keys to negotiating the confluence of work, life and play.

**Rana Florida** shares their formulas, giving you the tools to achieve unimagined success, one small step at a time. *UPGRADE: Taking Your Life from Ordinary to Extraordinary (September, 2013; Hardcover, \$27.00)* gathers the best practices not just from CEOs and business executives but from entrepreneurs, innovative thinkers, and creative leaders and presents their philosophies in simple and actionable terms that anyone can put to good effect in their professional or personal lives from day one.

Florida interviewed successes from vastly different backgrounds and skills, and examined a host of other stand-outs in business and in life; her research concluded that there are seven key principles to achieving your business and life goals. *UPGRADE* examines these philosophies for living an Upgraded life, starting with that first great step: Envisioning Your Future.

These seven principles will allow you to immediately step out of the linear path of life and onto an entirely fresh and inspired new path:

- Envision the future
- Find your passion
- Get creative
- Design your time
- Collaborate
- Take risks
- Embrace failure

### **Praise for UPGRADE:**

- Why ride in coach, when you can upgrade? A must-read for a better journey through life.." - Don Tapscott, bestselling author, *Wikinomics* and *Grown Up Digital*
- "Upgrade is an a-ha book that will change how you look at life's challenges and give you tools to upgrade your life." - Touré, cohost of MSNBC's *The Cycle*
- "Read Upgrade for its stories, examples, and strategies and get ready to live the life you always wanted." - Frank Toskan, founder, M.A.C. Cosmetics
- "Creative and innovative strategies to upgrade your work and life, with seven simple principles." - Tony Hsieh, CEO, Zappos.com, Inc., and *New York Times* bestselling author of *Delivering Happiness*
- "Rana's perspective on business and life is a fresh new take, breaking the traditional corporate mold. Upgrade is a must-read for anyone not buying into the conventional wisdom."- Ali Velshi, *Real Money with Ali Velshi*, Al Jazeera America
- "Upgrade welcomes you to take a fresh approach to everything you do to get the most out of work and life." - Nelly Furtado, Grammy Award-winning musician
- "If I'm going to listen to anyone's good advice about how to improve my approach to work and life, it's Rana's." Kate Betts, contributing editor, TIME, and columnist, The Daily Beast

### **About Rana Florida:**

Rana Florida is the CEO of the [Creative Class Group](#), managing new business development, marketing, consulting, research and global operations. The firm's clients include BMW, Starwood, IBM, Philips, Pinewood Studios, Zappos, and Johnson & Johnson to name just a few. Rana has more than two decades of experience in corporate strategy, communications, marketing and branding. She previously directed global strategic communications for [HMSHost](#), one of the world's largest airport developers, where she led all marketing, advertising and communication efforts.

Rana has appeared as a guest on [The Today Show](#) and writes [Your Start-up Life](#), a business advice column for the Huffington Post where she answers readers questions and interviews successful creatives and leaders such as [President Bill Clinton](#), [Tory Burch](#), [Mark Cuban](#), [Mario Batali](#), [Dan Pink](#) and others.

Rana Florida is the author of [Upgrade](#), *Taking Your Work and Life from Ordinary to Extraordinary*. She also writes the [Creative Spaces](#) series for [HGTV](#) and the [Huffington Post](#), where she highlights public and private spaces that epitomize creativity, innovation, design and new ways of thinking. Rana recently wrote and was [featured](#) in the business section of *The New York Times*. For almost a decade, Rana was an internationally syndicated advice columnist in major daily newspapers and a regular [Fox News](#) contributor for several years. Rana continues to work with major media including CNN, MSNBC, NPR, BBC, CBC and shows such as *Good Morning America*, *Charlie Rose*, *The Colbert Report*, *The Today Show* and *60 Minutes*.

Throughout her career, Rana has lent her expertise to several boards including [Airports Council International](#) in Washington, DC, the [Council for International Visitors](#), and the [The Founders Junior Council](#), [Detroit Institute of Arts](#). Rana remains heavily involved in philanthropy having served as a board member for the [Toronto Symphony Orchestra](#) and as an Ambassador on the [CAFA](#) board, which celebrates emerging talent in the arts and fashion, and volunteering her expertise to launch [Girls E Mentoring](#), whose vision is to bridge the social divide between at-risk girls and high-achieving women to motivate the next generation of leaders. Through her work with the Creative Class Group, the team supports [numerous charitable organizations](#). She is also currently an advisory board member for the online retailer [Shop.ca](#).

Rana holds a Bachelor of Arts in communications and a MBA in marketing and management.

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