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FOR IMMEDIATE RELEASE

ROAD RULES

Be The Truck. Not The Squirrel.

By Andrew J. Sherman

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"Andrew J. Sherman has written a wise, witty, and inspirational guide to a meaningful life. You will have a better chance of reaching your destination if you use the fuel he provides to power your journey down the highway."

--Melanne Verveer

Co-founder and Chair, Vital Voices Global Partnership

"The insights in this great book helped me look at many things from a wholly different perspective. Thanks for helping me learn how to truly be the truck and not the squirrel."

--Jeff Van Sloan

Senior Vice President, Owens Corning Corporation

"ROAD RULES rocks! This is a truly insightful book from one of the world's great business advisors."

--Robert H. Rosen, Ph.D.

Chairman and CEO, Healthy Companies International

Author of Just Enough Anxiety and Leading People

STUCK IN TRAFFIC? IMPROVE YOUR LIFE.

Attorney, Business Expert, And Author, Andrew J. Sherman, Shares The Essential Rules For Navigating The Road Of Life In New Book

For twenty-five years, Andrew J. Sherman has advised Fortune 500 as well as emerging growth companies on issues ranging from mergers and acquisitions to capital formation to intellectual assets. Having written seventeen highly-acclaimed business books, Sherman now leaves the boardroom and draws on his personal experience and wisdom to show readers how to redefine life's priorities, in his newest book, **ROAD RULES: Be The Truck. Not The Squirrel.**

By using the metaphor of the highway to represent life, and the decisions made behind the wheel for the decisions people make on a daily basis, Sherman has identified twelve rules for

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greater happiness and satisfaction. Every ride in the car, whether to work or to the store, can be a time for introspection; and every traffic jam a chance to implement Sherman's advice. As he writes, "Everything you need to know about navigating the road of life can be learned during a routine errand behind the comfort of your steering wheel. So many of our core life lessons are reinforced by the simple act of driving – when to speed up and when to slow down; when to allow another to pass you and when to make your move; when and how to communicate when it is not clear who has the right of way." Among the essential Road Rules are:

Be The Truck, Not The Squirrel – Sherman explains that forty-one million squirrels get run over every year because they scamper back and forth across the road, dodging traffic, with no strategy or plan – the sole mission being to find nuts. A truck, on the other hand, is big and powerful. Trucks, or more precisely, truck drivers, carry valuable cargo. They need to have a plan, a destination, a road map, and an understanding of basic rules and laws so as not to cause accidents, or get lost. Sherman identifies the eight critical concepts that are essential to being the truck, from knowing where the road leads (the clarity of one's path) to having a full tank of gas (energy, passion, and enthusiasm). Sherman's insights will help readers understand how to define their life goals. Being the truck and not the squirrel is a wise choice.

Share The Road – Sharing is essential on the road and in life. One's conduct affects those in adjacent highway lanes just as it affects one's family, friends, and co-workers. Sherman stresses, "It is the responsibility of all of us to share resources, knowledge, wisdom, insights, navigational advice, and encouragement. The road does not belong to you alone – we are all trying to arrive safely at our destination. We must learn to share the road of life – committing to anticipate the movements of others and communicating our intentions to allow for mutual safe passage." Signaling a lane change on the road prevents accidents. Communicating with others allows everyone to be on the same page. Road rage shows neglect towards the feeling of others.

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Pay Careful Attention to the Road Signs of Life – Sherman asks, “How many road signs do we pass each day that have messages that transcend well beyond their literal meaning?” SLOW: CHILDREN AT PLAY is not only a warning to slow down, but also a reminder to spend time with one’s children. NO PARKING is a reminder to keep moving and keep searching, and not to block the path of others. SPEED BUMP AHEAD warns to proceed with caution, especially when life seems out of control.

Accidents Can Happen Even To The Best Drivers – “Accidents are the necessary evil of both life and driving,” warns Sherman. The same distractions that cause accidents – alcohol or drug use, lack of attention, eating, drinking, or using a cell phone while driving – also cause inattentiveness when dealing with family and friends. But learning from one’s mistakes is the greatest lesson of all; good judgment comes from experience.

It is rare that an expert such as Andrew J. Sherman shares his knowledge in such a wise and compelling way. Filled with anecdotes, diagrams, and humor, **ROAD RULES** tackles life’s biggest issues. Sherman provides the GPS that everyone needs to successfully navigate life’s roadblocks and speed bumps.

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About The Author

Andrew J. Sherman, Esq., is a partner at Dickstein Shapiro LLP in Washington, DC. After helping thousands of companies with business strategy and development, he has now turned his attention to personal growth and development. A prolific author of books and articles, he has served as a top-rated Adjunct Professor in the Masters of Business Administration and Executive MBA programs at the University of Maryland for twenty years. A sought-after expert by all media, Sherman received his undergraduate degree from the University of Maryland and his law degree from American University.

More information about the book is available at www.bethetruck.com.