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FOR IMMEDIATE RELEASE

Some Dive, Some Survive, And Others Thrive. *Rich Habits Rich Life* Offers A Fresh Perspective For Success

Los Angeles, CA –Over 5,000 people, from every walk of life and from all fifty states and around the world, participated in Dr. Randall Bell’s survey for his soon-to-be-released book, *Rich Habits Rich Life: The Power of ‘Me We Do Be’ Habits, Rituals and Routines* (Leadership Institute Press). This landmark research detailed the daily habits of professionals, students, stay-at-home moms, retirees, the unemployed and millionaires - and scientifically identified the link between everyday habits and various measures of success – making it one of the most significant sociological studies ever conducted!

There is no ‘one-size-fits-all’ when it comes to success. Some might define it as wealth or fame, finding the right partner, having a happy family life, completing a degree or even mastering a musical instrument – while others may see it as beating a life-threatening illness. What is so compelling about *Rich Habits* is that it lets us define what success means to us individually, while looking at the foundational elements that apply to us all. So what makes a winning strategy or leads up to disaster or collapse? Why do some waste their success, while others continue to elevate?

Rich Habits is fun, intelligent and practical, and delivers fascinating insight into the behaviors that lead to disaster, recovery or prosperity. Just as one bad habit can ripple out with destructive consequences, so a good habit – even something as simple as making our bed, waving at a neighbor, or having dinner as a family - can ripple out and become something wonderful!

In his book, the result of over 25 years of research, Dr. Bell masterfully links classic behavioral research with his work on high profile cases - including Chernobyl, the World Trade Center and OJ Simpson - to reveal why some dive, some survive, and others thrive. He explains that all behaviors can be organized within the four cornerstones of ‘Me We Do Be,’ and his book helps connect the dots to create a whole new outlook for success.

Randall Bell, PhD has been featured in the *Wall Street Journal*, *PEOPLE* magazine, *The New York Times*, *Chicago Tribune*, *Los Angeles Times*, *CNN*, and every national

television network. He is a renowned, in-demand speaker at events around the globe. He earned his PhD in Human and Organizational Systems from Fielding Graduate University and his MBA from UCLA. Dr. Bell is a socio-economist and the CEO of Landmark Research Group, LLC. He is married and has four children.

For more information, please visit: www.richhabits.com

Rich Habits Rich Life

By Dr. Randall Bell

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Will be available at online outlets, www.pgw.com, or author's website