

BOOK AVAILABLE NOW!

*"Touching, funny and wise memoir" - iUniverse Editorial Board**"An excellent anecdote about motivation of human beings at a time when it works best: childhood." - Basu*RAISING
a
FATHER™
arjun sen

ABOUT THE BOOK

This simple story, told by a dad, takes the readers through an enchanting journey of heart-touching stories. Each story marks a professional dad's journey to leave the corporate world to be a dad first. The book emphasizes the importance of taking responsibility in relationships and introduces the break-through concept of taking measure of your relationships.

During Arjun Sen's days in the corporate world, a wise, rapid corporate stair-climbing friend told him, "Arjun, in order to achieve bigger glories, one must make smaller sacrifices in life." It was clear he was referring to spending less time with family, not being there for children's special moments, and similar "small" sacrifices in personal life. Now that Sen has learned the hard way, he is reaching out to tell him that you can have both.

Seeing his father-daughter future reduced to obligatory phone calls on birthdays and Father's Day, Sen left corporate America. He started a home-based marketing consulting company in Denver, his 10-year-old daughter's favorite city, named his daughter as manager, and began the journey of becoming a true father. Sen measures success differently today. His daughter Raka leaves for college in two years, and Sen believes his success is determined by the time he spends with her. This is a story of Raka using all her charm, patience, love, and caring nature to teach her father how to be a better dad and person.

BENEFITS OF PARTNERSHIP WITH THE BOOK

A recent study by ZenMango® was conducted among 510 adults regarding responsibility of fathers in the home. 62% said they are more aware of and concerned about the issue since the new president took office.

The table below shows what percentage of customers are more likely to visit the brand, if it associates with Raising a Father.

MORE LIKELY TO VISIT A BRAND, IF IT ASSOCIATES WITH *RAISING A FATHER*

BRANDS WITH VERY STRONG FIT		BRANDS WITH STRONG FIT		BRANDS WITH VERY GOOD FIT	
Whole Food Market	89%	Papa John's Pizza	56%	Office Max	49%
Starbucks	83%	KFC	56%	Burger King	47%
Subway	83%	Publix Grocery	52%	Wendy's	47%
Safeway Grocery	81%	Abercrombie & Fitch	52%	Best Buy	45%
Barnes & Noble Bookstore	78%	Sears	52%	Taco Bell	44%
Border's Bookstore	78%	Olive Garden	52%	Lowes	44%
McDonald's	78%	Home Depot	52%	The GAP	44%
Pizza Hut Pizza	76%	Outback Steakhouse	50%	Dominos Pizza	43%
Costco	75%	Kohl's	49%	Chilis	43%
Walgreen's Pharmacy	74%				
Quiznos	73%				
Target	72%				
Toys R Us	70%				

Raising a Father is committed to helping brands reach their Corporate Social Responsibility goals. Association with *Raising a Father* will add a positive brand halo for your brand, as well as build customer loyalty based on distinctive ethical values. The book's non-religious, yet relationship based stories are sure to touch the heart of every one of your customers. This would be a great message for your brand for Father's Day.

PARTNERSHIP VISION

How can your brand get involved with *Raising a Father*?

- An electronic two to three page version of *Raising a Father* along with the logo and links to our blog and other useful graphics and statistics are available for brands to incorporate into their websites.
- We have a two to four page printed version of *Raising a Father* which can be made available to brands to place in stores. Printed copies will be available at cost or manuscripts can be made available for you to print for distribution in your stores.
- This does not cost you anything. Arjun owns 100% rights to the book and will work with you to develop the perfect Father's Day message for your brand.

For more ideas on how your brand can associate with, and benefit from *Raising a Father* email us at raisingafather@aol.com

