

**MARKETING, ADVERTISING, PROMOTION & SALES OF**  
**BUILDING BRIDGES OVER TROUBLED WATERS – BOOK STUDY EDITION (BBOTW-BSE)**  
**(New and Expanded)**

**GOAL:** To have every home among the 1.5 billion people of African descent on Earth acquire and display copies of the new and expanded Book Study Edition of the book ‘Building Bridges Over Troubled Waters’ in a prominent and hallowed place in proximity to whatever is the “Holy Book” of the resident family, i.e.; Holy Bible (if Christian); Holy Koran (if Muslim); or The Torah/Jerusalem Talmud (if Hebrew Israelite).

**OBJECTIVE #1:** To accomplish the Goal above within the homes and hallowed places alongside the Holy Books of every resident family among the estimated 45 million Native Blacks and 5 million immigrants of African descent in America.

**OBJECTIVE #2:** To accomplish the Goal above within the homes and hallowed places alongside the Holy Books of resident families throughout the African diaspora who read, speak, and understand the English language.

**OBJECTIVE #3:** To have the book Building Bridges Over Troubled Waters – Book Study Edition translated into Spanish, Portuguese, French and Kiswahili to reach families of African descent for whom these four are the families’ primary language.

**OBJECTIVE #4:** To have the book ‘BBOTW-BSE’ translated into any remaining languages and dialects needed to reach the remainder of the 1.5 million people of African descent throughout our Diaspora.

**STRATEGY #1:** Respond to offers from select ideological fellow-travelers of the book’s author to purchase books by the case (16 books) for re-sale to the public. Such fellow-travelers will be given a 40% discount off the retail price of a case of books.

**STRATEGY #2:** Offer a discount of 30% off the retail price to other entrepreneurial purchasers of books by the case for re-sale to the public.

**STRATEGY #3:** Offer a discount of 20% off the retail price of books in quantities less than a full case to be purchased for re-sale to the public by book stores and other book sellers, whether brick-and-mortar or online.

**STRATEGY #4:** Make the book available to the general public at the full retail price per book on the author’s web site ([www.amefikageuka.com](http://www.amefikageuka.com)) and all his social media accounts (Facebook, Instagram, LinkedIn, Twitter and Youtube).

With regard to the ultimate GOAL and objectives toward reaching it, readers should understand the reason for urging that 'Building Bridges Over Troubled Waters' should be prominently placed alongside a family's Holy Book relative to the family's religious affiliation. Keep in mind that BBOTW should be considered as a "secular" publication and therefore not in competition with a family's religion. Whereas the Christians' Bible, the Muslims' Koran, and the Hebrew Israelites' Torah and Talmud help them become better practitioners of their respective religious faith, Building Bridges Over Troubled Waters is intended to aid them in becoming better human beings of the Race and gender in which their Creator has seen fit to send them into this earth realm. Whereas one's chosen religion is the creation of man, one's humanity, Race, and gender have been determined by the Creator-Spirit of the Universe! Surely then, a book that seeks to restore and strengthen one's racial self-esteem deserves a place of honor no less than that of books devoted to enhancing religious beliefs and practices.

Like the Bible, Koran, and Torah/Talmud, Building Bridges Over Troubled Waters – Book Study Edition (BBOTW-BSE) is formatted similar (chapter and verse) to facilitate ease in locating specific subjects, topics or thought patterns, making it an excellent text for use by serious seekers-after-truth for the uplift and advancement of our Race.