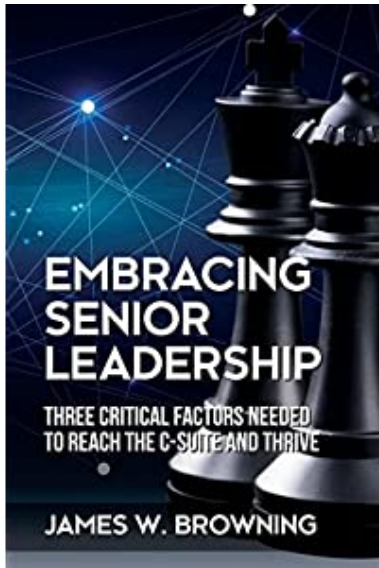




Readers' Favorite® Book Reviews and Award Contest

Book Review Mini-Critique



Below you will find ratings (scale of 1-5) with general descriptions for the major parts of your book followed by your Readers' Favorite review. Although this is just a Mini-Critique, we hope it will give you an insight into how readers may view the different components of your book.

These are the opinions of your reviewer, and although they are not a literary professional, they are an avid reader of books just like yours.

Title: Embracing Senior Leadership
Subtitle: Thre Critical Factors Needed to Reach the C-Suite and Thrive
Author: James W. Browning
Genre: Non-Fiction - Business/Finance



Appearance: The appearance of a book can make a significant impact on the experience of a reader, whose enjoyment is often enhanced by an enticing cover, an intriguing table of contents, interesting chapter headings, and when possible, eye-catching illustrations.

5

Plot: The characters of a book should be well defined with strengths and flaws, and while they do not have to be likable, the reader does have to be able to form a connection with them. The tone should be consistent, the theme should be clear, and the plot should be original or told from a unique perspective. For informative books -- those without plot and characters--this rating refers primarily to your concept and how well you presented it.

5

- Development:** 5 Development refers to how effectively you told your story or discussed your topic. The dialogue should be realistic, the descriptions should be vivid, and the material should be concise and coherent. Organization is also a key factor, especially for informative books -- those without plot and characters. The order in which you tell your story or explain your topic and how smoothly it flows can have a huge impact on the reader's understanding and enjoyment of the material.
- Formatting:** 4 Formatting is the single most overlooked area by authors. The way in which you describe scenes, display dialogue, and shift point of view can make or break your story. In addition, excessive grammatical errors and typos can give your book an amateurish feel and even put off readers completely.
- Marketability:** 5 Marketability refers to how effectively you wrote your book for your target audience. Authors may include content that is above or below the understanding of their target reader, or include concepts, opinions or language that can accidentally confuse or alienate some readers. Although by its nature this rating is very subjective, a very low rating here and poor reviews may indicate an issue with your book in this area.
- Overall Opinion:** 5 The overall starred rating takes into account all these elements and describes the overall reading experience of your reviewer. This is the official Readers' Favorite review rating for your book.

Review:

Reviewed by Vincent Dublado for Readers' Favorite

As a senior leader in a business environment, how prepared are you in handling your position? If you find yourself groping for an answer or getting caught off-guard in your new designation, author James W. Browning provides help in his book, *Embracing Senior Leadership: Three Critical Factors Needed to Reach the C-Suite and Thrive*. Essential insights and practical actions go hand in hand to arm you in navigating the rough roads that go with senior-level management. The leadership mindset offered by many business books is not enough to equip you with the necessary know-how when you are advancing to the senior level. This is just one of the many reasons why you should pay attention when this book tells you about the necessity of mastering three crucial factors: the job, the ability, and a plan.

Jim Browning not only offers sage advice but has been a part of the business industry that he cares so much about. He passionately provides you with an in-depth approach to the critical skills that every senior-level leader needs. *Embracing Senior Leadership* garners importance in that the senior level has its own distinct set of duties that are different from lower organizational levels. It requires a good understanding of the three vital factors mentioned in order to sharpen their competencies. And this book strives to help you achieve that. I strongly recommend this book for its relevance and timeliness in a corporate setting where many at the senior level are ill-prepared to properly implement their job description.