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**NEWS**

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**INTRODUCING NORTH STAR WAY  
A NEW PLATFORM-BASED, CLIENT-CENTRIC APPROACH TO  
PUBLISHING FROM SIMON & SCHUSTER**

NEW YORK, January 29—Simon & Schuster is pleased to announce North Star Way, a new publishing unit that will offer authors an expanded suite of profile-building, ancillary services that extend beyond the boundaries of traditional publishing.

North Star Way will partner with its authors to develop strategies that amplify and increase their reach, providing a singular source for creating and managing the many diverse elements that will grow their careers and maximize their sales in multiple mediums. In addition to book publishing, the many different services offered by North Star Way will include:

- Online courses and subscriptions
- Seminars, workshops and panel discussions
- Mobile applications
- Original videos and audio books
- Sponsorships and business partnerships
- Podcasts

North Star Way, which will be led by Vice President and Publisher Michele Martin, will have an editorial focus on nonfiction in the fields of self-improvement and inspiration, mind-body-spirit, motivation, wellness and business inspiration and leadership. “With North Star Way, we are looking for client-authors—entrepreneurs, experts, inspirational figures, sometimes even well before they have written a book—with whom we can partner to build an audience and generate revenue, whether it be from publishing or other sources,” said Martin. “Our name reflects our mission for both readers and authors: to publish books that will help readers find the path to a better life, and to be a guide for our authors,

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not only through the publication of their books but also in the many other activities that can help their message find the widest possible audience.

“For authors today a successful career can often mean full-time engagement in extra-to-publishing activities, and with North Star we aim to help our authors identify outlets for their message, to continually grow their profile and their overall business,” said Carolyn Reidy, President and Chief Executive Officer of Simon & Schuster. “North Star Way is a new business model for publishing that consolidates and expands upon many of the services and capabilities that Simon & Schuster has been developing over the last few years.”

Titles already acquired by North Star Way include *On Fire* by John O’Leary, an inspirational work by the survivor of a near fatal childhood accident in which he was burned over 98% of his body and his long journey to recovery (Spring 2016), and two books by teenage entrepreneur and motivational speaker Maya Penn (Summer 2016).

Simon & Schuster, a part of CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children’s Publishing, Simon & Schuster Audio, Simon & Schuster Digital and international companies in Australia, Canada, India and the United Kingdom. For more information, visit our website at [www.simonandschuster.com](http://www.simonandschuster.com)

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