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FOR IMMEDIATE RELEASE

The Sustainable Edge Hits The New York Times Best Sellers List

February 1, 2016 (Austin, TX): *The Sustainable Edge* (Greenleaf Book Group Press) by Ron Carson and Scott Ford ranked at #10 on *The New York Times* Best Seller List for the week of 1/31/16. *The Sustainable Edge* is a practical, easy-to-follow guide to achieving entrepreneurial success by creating a full, rewarding work-life balance.

For the official listing, please visit: <http://www.nytimes.com/best-sellers-books/2016-02-07/advice-how-to-and-miscellaneous/list.html>

Ron Carson is the founder and CEO of Carson Wealth, one of the largest wealth advisory firms in the country, serving clients through holistic financial planning, disciplined investment strategies, and proactive personal service. He has previously authored two books: *Tested in the Trenches* and *Avalanche*.

Scott Ford, founder and CEO of Cornerstone Wealth Management Group and a Carson Institutional partner, serves on the investment committee as the technical strategist. Scott was recognized as one of the 20 Rising Stars of Wealth Management by Private Asset Management Magazine and has previously authored two books: *Financial Jiu-Jitsu: A Fighter's Guide to Conquering Your Finances* and *The Widow's Wealth Map: Six Steps to Beginning Again*.

About Greenleaf Book Group:

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power and award-winning designs. Named one of the fastest-growing companies in the United States by *Inc.* magazine, it has represented more than 1,000 titles, including over 30 that have hit *The New York Times*, *The Wall Street Journal* or *USA Today* Best Seller lists. You can learn more about Greenleaf at <http://www.greenleafbookgroup.com>.

For more information or to schedule an interview with CEO Tanya Hall, contact Maryn Masumiya at Mmasumiya@greenleafbookgroup.com or 512-891-6100.