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*Everything We Needed to Know About Business,
We Learned Playing Music*

**FROM THE BAND ROOM TO THE BOARDROOM
Business Leaders Advocating Music Education as an Instrument of Their Success**

Everything We Needed to Know About Business, We Learned Playing Music is a compilation of interviews with 32 CEOs and business leaders who played music as a child or adolescent and view that experience as a defining one in preparing them for success. The 9 common lessons learned, attributes developed, and insights gained are identified, discussed, and illustrated through the experience and personal accounts of the research participants.

Recent clinical research into the benefits of music education focuses on higher math, science, and I.Q. scores as key metrics for justifying the funding of music programs. Yet business professionals who have achieved even a reasonable level of career success generally attribute only 15-25% of that success to technical aptitude. The author reveals the correlation between music education and the determinants of success that comprise the remaining 75-85%.

Rather than providing a compilation of scientific research and data to illustrate this point, the book contains 32 profiles illuminating the musical stories of these business leaders and the chronology of their journeys from the band room to the boardroom. Personal accounts that include their earliest music memories, musical influences, music mentors and teachers, their first live performances, and the significance of having music in their lives as a child or adolescent.

The profiled subjects then illustrate the correlating benefits of those experiences that transcended music and provided the foundation for their business achievements. This unique and entertaining perspective on the power of music education is ideal reading for business leaders, educators, musicians, music hobbyists, and other music enthusiasts.

For additional information regarding *Everything We Needed to Know About Business, We Learned Playing Music*, including review copy requests, author speaking engagements, and editorial inquiries, contact:

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