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

**Book Documents New Research Correlating Music Education & Success**

**FROM THE BAND ROOM TO THE BOARDROOM**

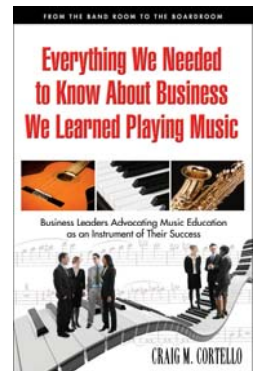
**Business Leaders Advocating Music Education as an Instrument of Their Success**

Metairie, LA (La Dolce Vita Publishing) September 15, 2009 – La Dolce Vita Publishing, a division of La Dolce Vita Enterprises is pleased to announce the release of *Everything We Needed to Know About Business, We Learned Playing Music*, available in paperback. The release coincides with the celebration of National Piano Month.

The book is a compilation of 32 profiles of CEO's and business leaders who played music as a child or adolescent and view that experience as a defining one in preparing them for success in their business endeavors. "While recent research into the benefits of music education focuses on improved math, science, and I.Q. scores, successful professionals generally attribute only about 15-25% of their success to technical proficiency," says author Craig M. Cortello. "We asked these business leaders to identify the lessons learned, attributes developed, and insights gained through music education that had a direct correlation on the remaining 75-85% of the determinants of success."

Book Overview:

- ❑ **A compilation of interviews with 32 CEO's** 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.
- ❑ **Key demographics include** business leaders, innovators, music educators, musicians, music hobbyists, and other music enthusiasts.



**Category:** Business & Economics/Education  
**Format:** Paperback  
**ISBN:** 978-0-9789900-1-5 (13-digit), 0-9789900-1-3 (10-digit)  
**Retail Price:** \$16.95 (US)  
**Publisher:** La Dolce Vita Publishing  
**Distributor:** AtlasBooks Distribution  
**Contributors:** Craig M. Cortello (author), Dawn Josephson (editor)

About the Author:

Craig M. Cortello is a contributing music writer to *Where Y'at* magazine and *AllAboutJazz.com*, having had the pleasure of interviewing such New Orleans music icons as Pete Fountain, Ellis Marsalis, Jr., and Henry Butler. He is also a 30 year veteran of the guitar, a self-taught pianist, and a composer. In business, Craig most recently served as National Sales Manager of Trinity Consultants, a successful environmental consulting firm with 28 offices in the U.S. and China. He is a board member of the National Speakers Association New Orleans chapter and of the Metairie Sunrise Rotary Club.

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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