

## The Communal Nature of Coffee from the Kitchen to the Café to the Conference Room



In his book, *Coffee Crazy!* Robert Galinsky captures the communal nature of what "grabbing a cup of coffee" means and has crowd sourced the mindset of an entire rabid fan base. *Coffee Crazy!* taps into the current zeitgeist and excitement associated with the social media and coffee frenzy that fuels families, foodies, entrepreneurs, café culture, corporate break rooms, and thought leaders who are boosted by caffeine and crema, dreaming about the next big idea! It shows that coffee is the medium for powerful positive social interactions and aspirations.



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### ► Get your own customized edition of *Coffee Crazy!*

- Insert your personalized letter inside the book
- Put a starburst with your company name or logo on the front cover
- Make a statement that will be heard and remembered inside your company
- Enable "aha" moments

Prices for customized (starburst and/or logo on jacket, letter inside) books:

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\* Plus \$500 customization charge

\*\* Plus \$250 customization charge

Note: Will add shipping (and tax in CA)

### ► More about the Book:

*Coffee Crazy!* is part inspirational reading, part coffee talk towards personal growth, part anecdotal topical coffee convo/humor and lastly a book that you won't put down until you've read every last word... good to the last drop! *Coffee Crazy!* shows just how big the beverage is and is a passionate response from coffee lovers and the industry, as they rally around their beloved beverage. It is a book you can read over and over, so buy someone a cup of coffee (and *Coffee Crazy!*) and connect with them today!

**Want More Info? Contact the Author or Your THiNKaha Sales Representative**

Visit the book's webpage at <http://www.thinkaha.com/books/coffee-crazy/>