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**HOW TO SAVE A LIFE AND GET INSPIRED TO LIVE YOUR DREAMS. NEW BOOK
BY THE DOMINO PROJECT SHOWS YOU HOW**

NEW YORK—September 7th, 2011— What if a book didn't just talk about saving the world – but actually did it? ***End Malaria: Bold Innovation, Limitless Generosity, and the Opportunity to Save a Life***, a new book by bestselling author Michael Bungay Stanier and business thinkers, does just that.

A collection of 58 business thought-leaders including Dan Pink, Tom Peters, Nancy Daurte, Brené Brown and David Allen and their visions of leadership and what it means to do “Great Work,” *End Malaria* is divided into three sections: Create Freedom, Disrupt Normal and Take Small Steps. The book is full of wisdom on how you can do more of the work that makes a difference to your life and the lives of others.

\$20 from every \$25 book purchased goes to Malaria No More, an international charity whose goal is to end malaria in Africa by 2015. \$20 buys a mosquito net and supports Malaria No More's life saving work and neither the publisher or any contributors are taking any money from the project.

The project is the brainchild of Michael Bungay Stanier and such a large donation – 80% of the cover price – is possible because of the innovative business model of the publisher, The Domino Project, powered by Amazon and created by Seth Godin. “Ideas that spread win, and this publishing house enables my colleagues and I to spread ideas that matter.” Bungay Stanier says, “When I came up with this idea I knew it had all the ingredients of Great Work: it was exciting and stretched me, I couldn't do alone, and above all, it would make a real difference to the world.” *End Malaria* is available as hardcover and e-book via Amazon.com.

About Michael Bungay Stanier and *End Malaria* Contributors

In addition to *End Malaria*, Michael Bungay Stanier is the author of several books including, *Do More Great Work* and is a popular speaker at business and coaching conferences internationally. Before founding a training and consulting firm working with organizations that do great work, Michael was a Rhodes Scholar at Oxford University. He holds a Masters of Philosophy from Oxford, and law and arts degrees. Michael has commissioned an impressive list of contributors – in this collection you will find essays by leading names in business including: Alan Webber, David Allen, Dan Pink, Chris Brogan, Seth Godin, Derek Sivers, and Pam Slim.

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