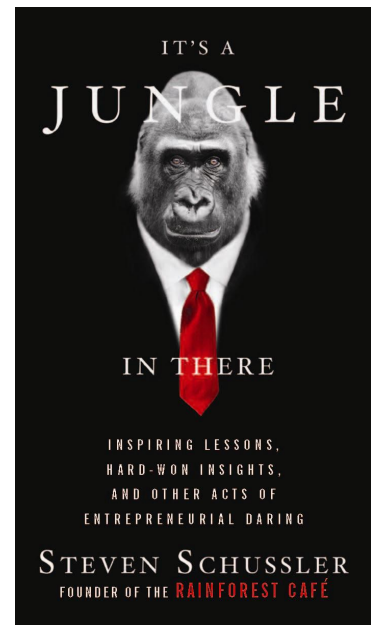


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## The Nation's Premier Book Review Journal, *Kirkus Reviews*, Proclaims *It's a Jungle in There* by Steven Schussler "A Bright Pep Talk for Aspiring Entrepreneurs"

MINNEAPOLIS, MINN., August 25, 2010 – It's a challenge to stand out from the crowd, much less to garner an outstanding review from the nation's premier book review journal, *Kirkus Reviews*. ***"It's a Jungle in There – Inspiring Lessons, Hard-Won Insights, and Other Acts of Entrepreneurial Daring"*** published by Sterling, a subsidiary of Barnes and Noble, endorsed by Donald Trump, Lee Iacocca, Dr. Stephen Covey, Harvey Mackay, Songwriter Peter Yarrow (Peter, Paul & Mary), Comedian Louie Anderson and many others. The book was written by first-time author [Steven Schussler](#) (the creative genius who founded the hit chain of theme restaurants, [Rainforest Cafe](#)) to inspire entrepreneurs, managers, students and anyone with a dream ([www.itsajungleintherebook.com](http://www.itsajungleintherebook.com)).

Schussler shares his strategies to help readers become winners in business and in life by pinpointing the "Five P's" of entrepreneurial success – Personality, Product, Persistence, People, and Philanthropy. Schussler is self taught and street smart – without a college degree, he created a company twice named by *Fortune Magazine* as one of the top 100 fastest growing companies in America. His brainchild, Rainforest Cafe, holds the record as one of the top-grossing restaurant chains in the world and was the first restaurant concept to be featured at every Disney theme park worldwide. Step by step, Schussler provides the tools and insights in ***"It's a Jungle in There"*** to help entrepreneurs jumpstart their creative thinking and teaches them how to turn their ideas into reality.

The chapters are short, snappy and easy-to-read. Woven throughout ***"It's a Jungle in There"*** are personal stories and hard-earned business lessons that illustrate how anyone can take their dreams and achieve success through creativity and persistence. In the 1980's when Schussler couldn't convince anyone to invest in his vision of the tropical rainforest-themed restaurant, he transformed his suburban home into a rainforest setting, complete with live exotic birds, mists and cascading waterfalls to persuade potential investors. This is just one of many humorous and insightful stories he shares about creativity, passion and ambition. The book provides critical self-examination questions to assess the reader's chances for achieving entrepreneurial success.

-More-

Chapter 28, "The Importance of Philanthropy", focuses on giving back to the community. 100% of Schussler's profits from each book sale will be donated to Smile Network International, [www.smilenetwork.org](http://www.smilenetwork.org). As one of the founding members of Smile Network International, and a lifetime member of the board of advisors, Schussler strongly supports Smile Network International's amazing mission of surgically repairing cleft lips and palates of impoverished children and young adults.

"*It's a Jungle in There*" will be released October 5<sup>th</sup> and will be available at Barnes & Noble, Amazon.com and other retailers nationwide. Pre-orders are being taken at [www.itsajungleintherebook.com](http://www.itsajungleintherebook.com). Prior to September 15, those who place an order at [www.itsajungleintherebook.com](http://www.itsajungleintherebook.com) and sign up for the email newsletter can win a trip to Walt Disney World® in Orlando, Florida. The trip includes airfare for 4, lodging for 2 nights, dining at Rainforest Cafe, Yak & Yeti and T-Rex....plus the lucky winners will get to spend a day with Steven Schussler and see the behind the scenes action! No purchase is necessary.

#### **About Kirkus Reviews**

*Kirkus Reviews*, founded in 1933, is published twice monthly and reviews, one to three months before the publication date, 4,000-5,000 titles per year: fiction, mysteries, science fiction, fantasy, translations, nonfiction, children's and young adult books. The reviews are reliable and authoritative, written by specialists selected for their knowledge and expertise in a particular field. For more information: [www.kirkusreviews.com](http://www.kirkusreviews.com).

#### **About Steven Schussler**

Schussler's first Rainforest Cafe™ (A Wild Place to Shop and Eat™), opened at the Mall of America in Bloomington, Minnesota in October 1994. Steven and his public company built 45 Rainforest Cafe's in seven years, on three continents. The Rainforest Cafe chain was sold to Landry's Restaurants in 2000 but not before receiving more than 40 awards in six years including *Fortune Magazine's* Top 100 Fastest Growing Companies in the U.S.A. (named to the list two consecutive years); and the *Nation's Restaurant News* Hot Concept Award.

Schussler Creative, Inc. (Inventions, Ideas, Contraptions, and Dreams™) was founded in 2000, where Steven leads the creative vision and overall strategic direction. Steven and his team create theatrical environments for attractions, restaurants and retail stores worldwide. For more information, visit [www.schusslercreative.com](http://www.schusslercreative.com).

Web: [www.itsajungleintherebook.com](http://www.itsajungleintherebook.com)  
LinkedIn: <http://www.linkedin.com/in/schusslercreative>  
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