

PRESS CONTACT: Sky Wilson
Marketing Manager | Amplify Publishing Group
sky@amplifypublishing.com | Ph: 703-437-3186

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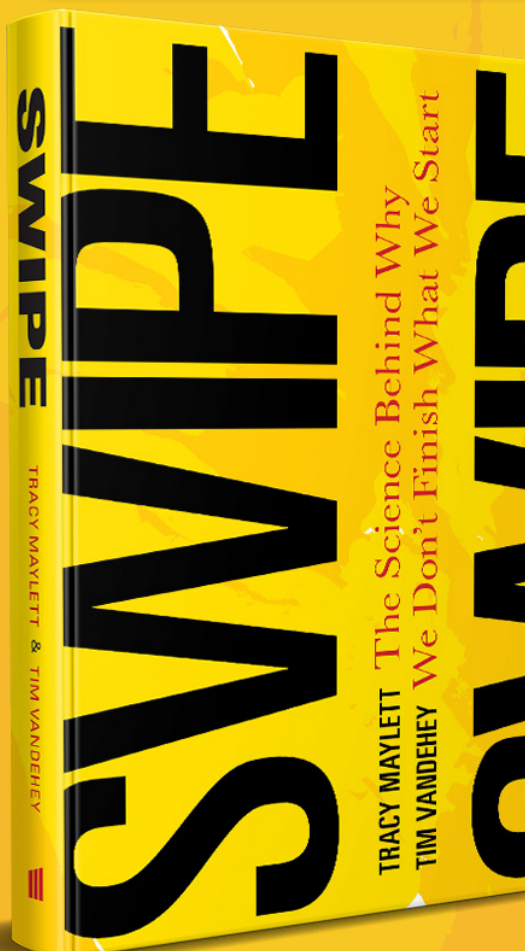
Why do we set goals over and over, only to fall short? Why do we disengage from the things—or jobs—we love?

“The Swipe”

/TĪhē swīp/

noun

1. The mental act of reflexively dismissing an uncomfortable or disturbing present in the hope that something better and easier is just around the corner.



**Internationally-Recognized CEO,
Organizational Psychologist,
and Bestselling Author**

DR. TRACY MAYLETT

**Teams Up with Fellow
Bestselling Writer
and Journalist**

TIM VANDEHEY

**To Reveal the Science-based Secrets
to Employee Engagement and
Finally Finishing What We Start**

MARCH 21, 2023

\$28.00 USD

ISBN: 9781645435532

“*Swipe* takes a deep look into the science and psychology of distraction, attention, and disengagement, giving us the tools we need to focus on and finish what’s most important. I truly love this book!”

—**Paul B. Allen, co-founder of Ancestry.com, CEO of Soar.com**

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TRACY MAYLETT and **TIM VANDEHEY**
are available for interviews, features, events,
and appearances.

ABOUT THE AUTHORS



Tracy Maylett, Ed.D. is a CEO, organizational psychologist, researcher, and professor. He advises leaders throughout the world in employee engagement and organizational effectiveness. Dr. Maylett is a bestselling author who travels the globe exploring culture, motivation, and how people and organizations think.



Tim Vandehey is a journalist, columnist, and New York Times bestselling ghostwriter of more than 65 nonfiction books in such genres such as business, finance, advice, outdoor adventure, religion, memoir, parenting, and health. His work has been featured in Fast Company, Inc., Forbes and Entrepreneur, and his ghostwritten books have been published by major houses including HarperCollins, Simon & Schuster, Hachette, Wiley & Sons, St. Martin's Press, and The MIT Press. Tim's work has also garnered numerous awards, including multiple Axiom Business Book medals and Independent Publisher Book awards.

In an interview, Tracy and Tim can speak to:

- What the “Swipe” is and how it affects daily life, whether we realize it or not
- How they discovered the Swipe and the scientific evidence behind it
- Why “Swiping” is the key reason millions of us don’t finish the things we start
- Why understanding the Swipe is the key to fixing poor employee engagement
- How our tech-obsessed world affects mental health, and the human cost of Swiping
- Methods for anyone to “get off the hamster wheel” and reach elusive personal and professional goals
- Actionable tools for business leaders and executives who want a more engaged workforce
- Why so many of us disengage in our jobs (and how to re-engage)

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