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Award-winning dentist & entrepreneur, Dr. Joe Capista, prepares for record sales of his newest book through collaborative global partnerships

*Kathleen Gage, CEO of Maxwell Publishing, today announced the official virtual book tour and online promotions launch of **What Can a Dentist Teach You About Business, Life and Success? Discover Secrets to Achieving Total Success!** beginning on Tuesday, March 4, 2008.*

/24-7PressRelease/ - MEDIA, PA, March 04, 2008 - Kathleen Gage, CEO of Maxwell Publishing, today announced the official virtual book tour and online promotions launch of **What Can a Dentist Teach You About Business, Life and Success? Discover Secrets to Achieving Total Success!** beginning on Tuesday, March 4, 2008.

The campaign is designed to gain global recognition for Dr. Capista's newest book by utilizing various elements of viral and online marketing including a Virtual Blog Tour, Video Book Trailer, Social Networking and forum postings, book reviews by blog owners in dozens of countries. Additionally, Joint Venture Partners from a wide cross-section of genres including personal and professional development, law of attraction, business and spiritual arenas will participate in the campaign.

During the online campaign anyone who purchases the book through the website <http://www.joecapista.com/amazon.htm> will receive bonus gifts from over 30 experts including a one hour "by invitation only" teleseminar featuring Dr. Joe Capista.

"We anticipate a sharp rise in online sales due to all the elements of the campaign being utilized. There have been online campaigns going on for years, but as far as I know, this is the first time all the elements are being utilized in conjunction with one another," comments Gage.

What Can a Dentist Teach You about Business, Life and Success? combines a pragmatic and spiritual approach to both personal and professional success.

"**What Can a Dentist Teach You about Business, Life and Success?** is an uplifting and inspiring book on success, sales and marketing. The systems are simple, direct and usable for anyone to achieve total success in their personal and professional life. This is a must-read if you are serious about achieving the life you dream of," says T. Harv Eker, Author of #1 NY Times Bestseller *Secrets of the Millionaire Mind*

Building a dental practice that boasts revenues in the top 3% in the United States, Dr. Capista responded to the numerous requests by other business owners including dentists, doctors, consultants, attorneys as well as sales and marketing professionals to have easy-to-understand and apply information on how to build a profitable business; a business that they can be proud of. Readers will learn the importance of setting up internal and external infrastructure systems, having and being a mentor, systemized goal setting, utilizing DiSC Classic profile system, as well as giving back to one's community.

In the 30-plus years Dr. Capista has been in business, he has documented the processes and systems that have taken him from a run-of-the-mill practice to one that operates a state of the art facility in Delaware County and employs over 50 team members. Dr. Capista is the official cosmetic dentist to the NBA Sixers Dancers.

ABOUT DR. JOE CAPISTA

Dr. Joe Capista owns and operates Williamsburg Dental, a multi-million dollar dental practice located in Broomall, Pennsylvania. Williamsburg Dental is recognized as one of the most successful dental practices in the entire United States.

For the third year running Dr. Capista has been named The Cosmetic Dentist of the Sixers Dancers.

For over three decades, Dr. Capista has dedicated himself to the study of the power and impact of the mind and spirit in creating success both personally and professionally. Dr. Capista's success philosophy is simple; combine your deepest passion, develop solid business principles while striving for balance in all areas of your life.

What Can a Dentist Teach You About Business, Life and Success? (ISBN 978-0-9658159-5-6, 202 pages, \$19.95) was published by Maxwell Publishing. For information about the book or author, Dr. Joe Capista, visit www.JoeCapista.com or call Kathleen Gage at 541.654.0426

Dr. Capista is available for interviews. Contact Kathleen Gage at 541.654.0426 or kathleen@kathleengage.com for further information.

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