

How The UnNoticed Entrepreneur can step into the spotlight detailed in new book published by Capstone

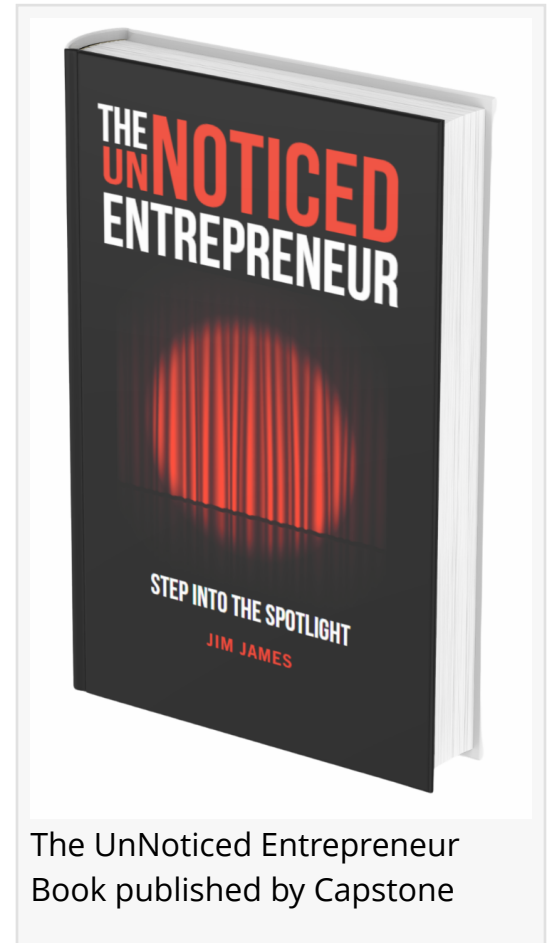
Fifty entrepreneurs share how to get noticed for free in new book published by Capstone.

HILPERTON, WILTSHIRE, UNITED KINGDOM, January 24, 2023 /EINPresswire.com/ -- [The UnNoticed Entrepreneur - a new book](#) by Jim James to be published in February by Capstone, a Wiley Brand - provides fifty insights from entrepreneurs on how to get noticed for free. The articles are a compilation of interviews with guests on The UnNoticed Entrepreneur podcast and are drawn from fourteen countries covering over twenty topics of interest to the business owner, solving the problem of a need for more awareness about their brand.

The book is aimed at business owners, encouraging entrepreneurs to use the wealth of information to "step into the spotlight." The power behind the book is that shared experiences of success and failure are the best lessons for entrepreneurs. The contributors are entrepreneurs and experts based - across Europe, EMEA, Asia and North America, showing how common problems are solved differently across the world.

"Fellow unNoticed entrepreneurs will be informed, inspired and motivated to take action to step into the spotlight they deserve by reading this book," said Jim James.

The author structured the 378-page book into three sections: Strategy, Tools, and Case Studies. Issues relating to raising brand awareness and communicating with potential customers, existing customers, employees, partners and investors are covered in the book. In addition, the entrepreneurs included in the book shared valuable insights on a comprehensive range of topics: listening, sartorial choices, public speaking, TEDx, authenticity, presentations, self-publishing, Amazon advertising, virtual events, photography, AI, video, franchise networks, and customer experiences (CX). Each article takes less than ten minutes to read and is a narrative



The UnNoticed Entrepreneur Book published by Capstone

with the entrepreneur.

The UnNoticed Entrepreneur will be published on the 24th of February, 2023 and will be for sale wherever books and ebooks are available. The book is a companion to the [highly-rated podcast, The UnNoticed Entrepreneur](#), hosted by [international entrepreneur Jim James](#). The series first appeared as a self-published works, becoming a finalist in the British Business Book Awards of 2022. Subsequently signed to Capstone, a Wiley brand.

About The UnNoticed Entrepreneur EASTWEST Public Relations Ltd produces the UnNoticed Entrepreneur©. Jim James established the UK-registered company in 2019. Since 1995 Jim James has built businesses and non-profit ventures in Singapore, China, and the UK and has served over 500 business-to-business clients. The company also holds the trade mark to the SPEAK|pr program.



Jim James, Author.

**THE
UNNOTICED
ENTREPRENEUR**

The UnNoticed Entrepreneur Logo

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