

New Book, Marketing for Leaders, Bridges the Leadership Gap in the Age of AI

Indigo River Publishing's third For Leaders title, Marketing for Leaders, shows leaders how to build trust, clarity and connection amid today's AI-driven noise.

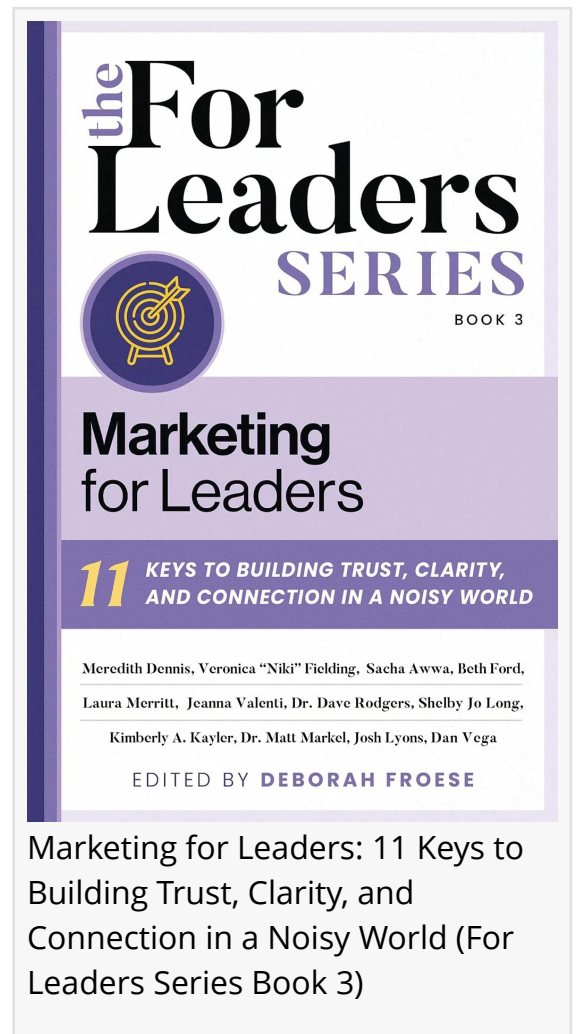
PENSACOLA, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- AI is everywhere, and increasingly accepted, especially in the world of business. Artificial intelligence offers quick, efficient decisions on projects. It can help produce content, video, and art assets inexpensively, and help leaders find gaps in their operations. With AI's offerings came a wave of generated articles online to help boost website SEO and site rankings. Generative video and image content fuels digital marketing these days, and AI only helped to oversaturate the space.

No other department has been more impacted than marketing. Whether it be marketing copy or content, AI has been leveraged in every aspect. Some of these uses are noticeable, alienating customers, while other uses don't cause customers to bat an eye. The differentiating factor is how the tool is implemented, which comes down to how employees are taught and led.

A new business book, Marketing for Leaders, with its twelve expert contributors, gives insight into how businesses can still make an impact within the noise. The book uses crisis communication, entrepreneurship, identity-centered strategy, academic research, and cultural storytelling to highlight the importance of using great communication to cut through.

The third installment in the For Leaders series details how leaders can effectively communicate to their employees, consumers, and investors. Those who do build a stronger brand identity, create more leads, and navigate using AI in a way that aligns with their audience.

Marketing for Leaders became available on August 4th, 2026, in hardcover and eBook.



Book Details

Title: Marketing for Leaders: 11 Keys to Building Trust, Clarity, and Connection in a Noisy World (For Leaders Series Book 3)

Authors: Jeanna Valenti, Veronica “Niki” Fielding, Shelby Jo Long, Dr. Dave Rodgers, Meredith Dennis, Dr. Matt Markel, Kimberly A. Kayler & Laura Merritt, Beth Ford, Josh Lyons, Sacha Awwa, Dan Vega.

Genre: Business, Marketing

Format: Hardcover and Digital Editions

Publication Year: 2026

Availability

You can find Marketing For Leaders at all major retailers like [Amazon](#), [Barnes and Noble](#), and [Bookshop.org](#).

About the authors

Twelve contributors bring perspectives shaped by Fortune 500 leadership, crisis communication, entrepreneurship, identity-centered strategy, academic research, and cultural storytelling.

About Indigo River Publishing:

Founded in 2012 and based in Pensacola, Florida, Indigo River Publishing is an independent, modern publisher partnering with authors to produce and distribute high-quality books with global reach. Through a selective and collaborative publishing model, Indigo River works closely with authors to develop impactful titles across fiction and nonfiction.

Indigo River books are distributed worldwide through Simon & Schuster’s distribution network and Ingram Lightning Source, providing access to major bookstores, libraries, and online marketplaces around the world. The company is known for its author-centered approach, editorial excellence, and commitment to publishing books that inform, inspire, and endure.

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