

Advantage | The Authority Company Partnering With Sinai.ai To Give Readers An Interactive Experience

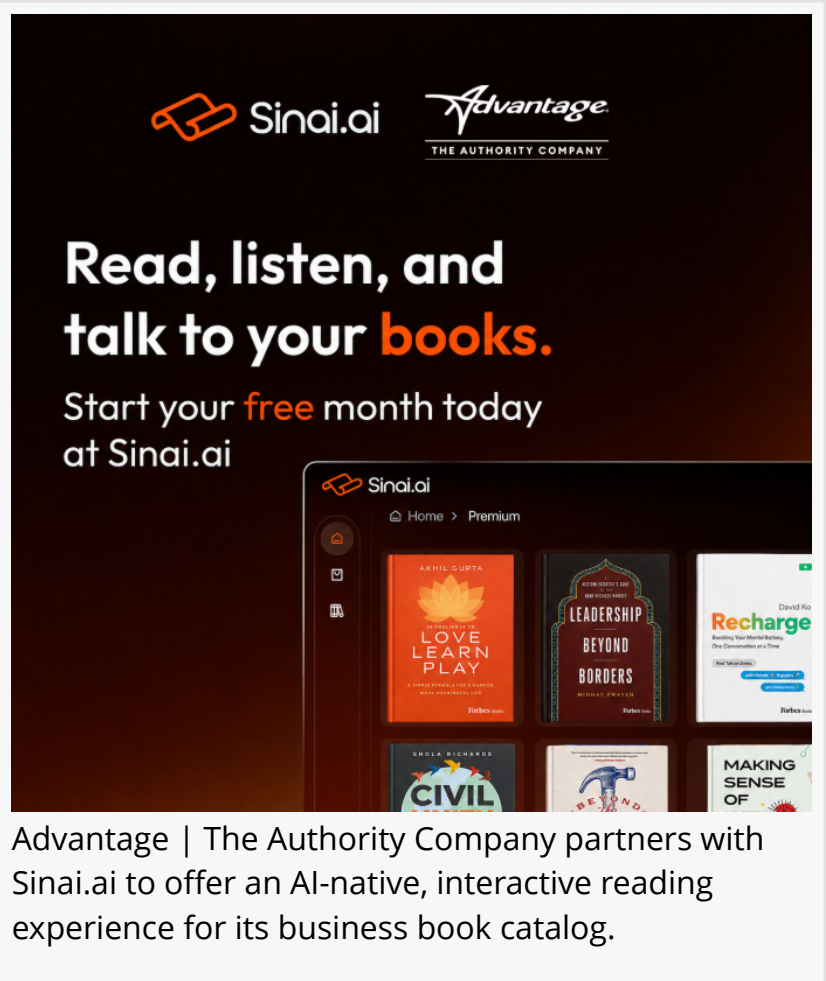
Advantage | The Authority Company partners with Sinai.ai to offer an AI-native, interactive reading experience for its business book catalog.

CHARLESTON, SC, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Advantage | The Authority Company, the largest global hybrid business book publisher and leading authority-builder for CEOs, entrepreneurs, and business leaders, announces a partnership with Sinai.ai, an AI-native reading platform that will provide an interactive experience with Advantage's human-created books.

Readers can now enhance their learning from select titles among Advantage | The Authority Company's acclaimed imprints through Sinai's innovative aiBook™ technology. Using conversational AI, readers can interact directly with Advantage's top-tier books in real time — reading, listening, chatting with the text, and asking questions.

"We at Advantage | The Authority Company are excited and proud to partner with a cutting-edge company that will help make readers' educational experience with our authors' books even more valuable" said Adam Witty, Founder and CEO of Advantage | The Authority Company. "Sinai.ai's innovative technology facilitates more ways to access knowledge from our books while inspiring curiosity and strategic thinking.

"There's no more powerful tool in authority-building than a book, and Sinai.ai's ability to bring



The promotional graphic features the Sinai.ai logo (an orange book icon) and the Advantage | The Authority Company logo (a stylized 'A' with a star). The main text reads: "Read, listen, and talk to your books." followed by "Start your free month today at Sinai.ai". Below this is a screenshot of the Sinai.ai app interface, showing a grid of book covers including "LOVE LEARN PLAY" by Arhil Gupta, "LEADERSHIP BEYOND BORDERS" by William Zwart, "Recharge" by David Rio, "CIVIL" by Shola Richards, "BEYOND" by William Zwart, and "MAKING SENSE OF". The app interface also shows a navigation bar with "Home" and "Premium" options.

readers an interactive experience is a bonus for our authors as well as a great education-builder for readers.”

Sinai delivers a personalized, engaging reading platform. Through its conversational capabilities, Sinai turns reading into an interactive dialogue, enabling readers to ask questions, explore key concepts, and understand how a book’s insights can directly solve specific real-world problems and challenges they are facing, effectively turning every title into an interactive, living book.

“We are super excited to partner with Advantage and bring their exceptional library

of titles to the Sinai platform,” said Ahmed Kamel, CEO of Sinai.ai. “Our goal is to give readers a deeply engaging, multi-modal experience where they can read, listen, and interact directly with world-class books and ideas, all while maintaining the highest standards of IP and copyright protection for authors.”

“

We are excited and proud to partner with a cutting-edge company that will help make readers’ educational experience with our authors’ books even more valuable.”

Adam Witty, Founder and CEO of Advantage | The Authority Company

Practical applications of Sinai’s interactive technology include:

- If a reader doesn't understand a passage, they can ask Sinai to explain.
- Sinai can summarize chapters.
- If you’re driving and listening to a book and hear a sentence you want to save, Sinai will do that in a note section.
- You can ask Sinai to create workbooks to test knowledge

Along with Sinai’s advanced technology, Advantage — The Authority Company’s authors are offered access to Advantage’s world-class brand partners and distribution partners as well as to a wide array of global authority brand-building services.

The logo for Advantage, featuring the word "Advantage" in a stylized, italicized serif font with a registered trademark symbol.

THE AUTHORITY COMPANY

Advantage | The Authority Company helps CEOs, business leaders, entrepreneurs and visionaries build Authority through publishing, media and personal brand services.

[About Advantage | The Authority Company](#)

Advantage | The Authority Company provides CEOs, business leaders, entrepreneurs, and

visionaries with an array of services that assist them in building their Authority in their areas of expertise, enabling them to gain exceptional visibility, credibility, and recognition. Those services include book publishing under six primary imprints — Forbes Books, Entrepreneur Books, SXSW Books, Advantage Books, Rethink Press, and Rethink Books — in addition to public relations, podcasting, personal brand websites, content creation, brand strategy, and more. Since the company's founding in 2005, Advantage has helped thousands of clients enhance their Authority and their personal brands through its publishing and brand-building services. Advantage Media operates offices in both Charleston, S.C., and London.



Sinai.ai is an AI-native books platform that offers a personalized, deeply engaging reading experience for readers worldwide.

[About Sinai.ai](#)

Sinai.ai is an AI-native books platform that offers a personalized, deeply engaging reading experience for readers worldwide. Working directly with authors and publishers to legally acquire titles, Sinai leverages its patented technology to transform traditional static text into multi-dimensional experiences, allowing users to read, listen, and talk to books directly. Sinai was created so people could have a variety of ways to absorb and understand books at their own pace within their busy schedules, ensuring their curiosity wouldn't lose out to other priorities in life's frenetic pace. Built with an uncompromising commitment to intellectual property and copyright protection, Sinai offers a rich and diverse catalog across business, non-fiction, and literature within a secure digital ecosystem.

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