Advantage | The Authority Company Signs Six New Authors Across Its Publishing Imprints

Advantage | The Authority Company announces six new authors across its publishing imprints, covering AI, M&A, entrepreneurship, and personal development.



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

CHARLESTON, SC, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Advantage | The Authority Company has announced five new publishing projects featuring business leaders and experts across artificial intelligence, entrepreneurship, mergers and acquisitions, leadership, and personal development.

Advantage | The Authority Company is the home of six publishing imprints: Forbes Books, Entrepreneur Books, SXSW Books, Advantage Books, Rethink Press, and Rethink Books. Advantage's thousands of authors and thought leaders who share their expertise and experience are proof of the company's core belief: Writing a book is the most powerful tool for professionals to build authority in their field.

These new authors joining the Advantage family will publish their books in the coming months.

- Scott Bushkie: Bushkie is a managing partner and founder of Cornerstone Business Services. With more than 25 years in mergers and acquisitions, he will provide lower-middle-market business owners with a data-driven guide and emotional roadmap for navigating company exits, featuring strategies such as the "Nine Doors" to maximize value and prepare for life after a sale. Imprint: Forbes Books

- Robert Fisher and Christine Scheffer: Fisher brings extensive experience in nuclear engineering and international operations. Scheffer leverages her career in human resources and a deep

commitment to personal development to help organize and test essential life lessons that guide people toward a fruitful life. Their book will employ storytelling and personal anecdotes to present 12 key principles of intentional living, guiding professionals aged 55–75 toward personal transformation and a vibrant "Golden Centenarian" lifestyle.
Imprint: Advantage Books

- David Marco: Marco is an independent advisor to boards, CEOs, and senior technology executives on AI governance, data modernization, and decision accountability models that make enterprise initiatives hold under pressure. His upcoming book introduces a practical "Decision Integrity Framework" to help executives address organizational decision-making weaknesses that AI adoption exposes, ensuring systems remain defensible and effective.
Imprint: Forbes Books

- Dewayne Williams: Williams is the founder and CEO of M.A.C. Enterprise Consulting, leading its mission to help entrepreneurs build real businesses through proper structure, strategy, and systems. His book challenges the common use of LLCs for scaling, providing a roadmap for restructuring into a multi-entity corporate framework to secure asset protection and access capital.
Imprint: Advantage Books

- Don Yaeger: Yaeger is a 13-time New York Times bestselling author and a Hall of Fame speaker who has fashioned a career as one of America's most provocative thought leaders. His new book will be a definitive guide that provides research-backed, practical strategies for leaders, entrepreneurs, and sales professionals to master the art of storytelling as a powerful business tool.
Imprint: Forbes Books

Advantage | The Authority Company is excited to welcome these authors as they begin their authority-building journey, and Advantage's talented, experienced team guides them to elevate their personal brand, expand their audience reach and increase their impact.

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 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.

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