

FOR IMMEDIATE RELEASE

CEO of Settleware e-Signing, C. Richard Triola, Hits Amazon Best-Seller List With New Book, “Game Changers”

C. Richard Triola, Founder of Settleware® Secure Services, Inc., recently hit Amazon.com’s Best-Seller List with the new book, “Game Changers,” climbing to #1 in the Direct Marketing category.

Orange County, Calif. – November 21, 2010 – C. Richard Triola, President & CEO, Founder, of Settleware® Secure Services, Inc., recently joined a select group of America’s leading entrepreneurs and businesspeople to collaborate and co-write the business and marketing book titled, “*Game Changers: America’s Leading Entrepreneurs and How They’re Changing The Game, and You Can Too!*” The book was published by Nick Nanton, Esq., and business partner JW Dicks, Esq. under their CelebrityPress® imprint.

Settleware Secure Services, Inc. has been working to facilitate electronic transactions since 1999 and provide real-time solutions for the Real Estate/Mortgage Industry. As Settleware crosses over Industry constraints and provides benefits to entrepreneurs and companies of all sizes, Rick is responsible for Settleware’s vision, innovation, overall growth, and business development while overseeing the technology deployment and alliances that continue to lead the company's future. This ‘On Demand’ [e-Signing solution](#) permits any and all parties to legally execute contracts, agreements and documents over the Internet - anytime, anyplace – in minutes vs. days.

The book, *Game Changers: America’s Leading Entrepreneurs and How They’re Changing The Game, and You Can Too!*, was released on Thursday, November 18th and reached best-seller status in three Amazon.com categories: Communications, Direct Marketing and Entrepreneurship. The book reached #1 in the Direct Marketing category.

Game Changers: America’s Leading Entrepreneurs and How They’re Changing The Game, and You Can Too! features anecdotes, business strategies and real-life solutions to many of the challenges faced by small and large businesses across the country, in a rapidly changing economy. C. Richard Triola authored a chapter in the book titled, “Signing Off - Online.”

From CelebrityPress:

Game Changers is a collective MasterMind effort of leading entrepreneurs teaching their latest strategies to help you succeed in this new economy. Whether starting a business from scratch, or realigning your marketing and sales programs for established products and services, this book will teach you fresh and recently tested successful methods you need to know (and pitfalls to avoid). These methods are as different from those used by the baby boomer generation as the abacus is from the computer.

To order a copy of the book, go to http://www.amazon.com/Game-Changers-Leading-Entrepreneurs-Changing/dp/0982908326/ref=sr_1_8?ie=UTF8&s=books&qid=1291044330&sr=1-8

After such a successful release, C. Richard Triola will soon be inducted into [The National Academy of Best-Selling Authors™](#), an organization that honors authors from many of the leading independent best-seller lists.

To learn more about C. Richard Triola and Settleware, please visit <http://www.Settleware.com>

To learn more about CelebrityPress™, please visit <http://www.CelebrityPressPublishing.com>

About C. Richard Triola:

C. Richard Triola has made a career of spotting emerging trends and capitalizing on them quickly. Whether it was trading stock options in the 70's, introducing 'take and bake' pizzas into the marketplace in the 80's or [pioneering e-Signatures](#) in the late 90's you can rest assured that 'Rick' is already working on the next 'Game Changer'.

Before he knew the definition of an entrepreneur he began his career at the age of 12 with a paper route moving on to founding a mobile hot dog business, at the age of 16. The hardest thing about heading to college was the tremendous 'pay cut' he had to leave behind.

Having purchased in his first stock at age 15 Rick pursued his dream career as a Wall St Investment Banker. After the market crashed in the mid 70's Rick left Oppenheimer & Co and headed West to begin his Real Estate career; buying, selling, managing, and syndicating commercial properties - Rick mastered his profession over the next 25 years.

Rick started Settleware Secure Services, Inc. in 1999 and today provides the Real Estate/Mortgage Industry the first and only electronic/paperless and end-to-end, transaction processed completely over the Internet. In 2006, Rick added 'Patent Holder' to his resume.

Today, Rick resides in Laguna Beach, Ca with his beautiful wife Gina and their Golden Retriever, Jackson.

To learn more about C. Richard Triola and Settleware, please visit <http://www.Settleware.com>

About Celebrity Press™:

Celebrity Press™ is a business book publisher that publishes books from thought leaders around the world. Celebrity Press™ specializes in helping it's authors grow their businesses through book publishing. Celebrity Press™ has published books alongside Brian Tracy, Ron Legrand, Mari Smith, Kelly O'Neil, Alexis Martin Neely and many other of the biggest experts across

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About The National Academy of Best-Selling Authors™:

The National Academy of Best Selling Authors™ was founded by two attorneys, JW Dicks, Esq. and Nick Nation, Esq. who are also best selling authors and represent authors and experts nationwide. Both of the attorneys are members of multiple organizations, associations and academies that recognize and honor the best in the business, and they thought a similar organization should be created for Best Selling authors who don't always get recognition for their accomplishment. Authors themselves, they recognized that only a very limited number of books made the major New York Times Best Seller list and just like the awards shows put on by the entertainment-based organizations, they wanted to have more categories for authors to be accepted and recognized for their accomplishment. The National Academy of Best Selling Authors™ now honors authors from many of the leading independent best-seller lists.

To find out more about The National Academy of Best-Selling Authors™ visit <http://www.academyofauthors.org/>

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