

Neeti Dewan Launches Maiden Book

By K.B. Nair

(West Hills) - Budding writer Neeti Dewan could not have given herself a better gift for her birthday. She celebrated the event to coincide with one of the most significant moments of her life, the official

release of her book "From Executive to Yogi in 60 Seconds," at the Royal Delhi Palace in West Hills on April 14.

The edition is a 200 page hard-back publication providing practical advice on Work-Life Balance to achieve personal and professional success. Blending the values and the genius of the East and West, this is a guidebook for living a successful life – rising to the top without sacrificing what is important in life.

Neeti Dewan, a CPA, is the Director of Tax at Aramark Uniform and Career Apparel, Inc. in Burbank. In her brief address she spoke of the circumstances which inspired her to embark on writing the book.

A decade ago she and her husband Alnoor Esmail faced a major financial setback in their business. They were at a crossroads wondering which route to take: throw in the towel or move forward. It was an enlightening moment as they were discussing the future when Esmail sprang up exclaiming he had millions in assets with a loving wife, a wonderful family and a host of friends who would stand by them through thick and thin.



That was the turning point at which they decided to change their perspective and outlook on life and since then their lives have taken on a dramatic change for the better. It is the rich experiences which followed that led them back to the road to success and happiness which form the basis of the book.

Bobbi McKenna, Dewan's branding communications and media coach, who was the principal force in getting the book published spoke on how she had found her "sister and colleague" at a Learning Annex Seminar which she was conducting a few years ago on "How To Get Work Published."

Others who spoke included Vinod Sodhi, who had sponsored her family to the USA. He said Dewan's exposure to Karma philosophy at home in India which inspires everyone to do their very best in everything they do has obviously enriched her life which has translated into her book. Over 250 well wishers attended the glittering function which comprised an 80:20 ratio of invited executives from many reputable companies including Fortune 500 organizations and

family friends and relatives some of whom had traveled from India.

Unlike the usual book release functions which tend to be very businesslike, the Dewan family transformed it into an evening of entertainment. The evening also provided the large non-Indian component of the audience to experience a slice of Indian culture. The ambience for the evening was based on the "Bollywood" theme with posters of movies and stars displayed all round the banquet hall. Emcee for the evening, Vivek Malhotra of C.T.C. Entertainment, introduced the audience to the Bollywood

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scene and conducted the evening with humor and finesse. Among those who performed were Malhotra with Abhemanyu Rajp in a classic Punjabi Hip-hop number under their stage name of Surtaal, Angela and Jennifer in the Angel-Wing Dance by Fire'n Inc., Vaishali Malhotra and the UC Irvine Bhangra group, Rangla Punjab. The 200 page volume in easily readable font is available on Amazon.com. It contains quotes from top executives from several leading corporations.