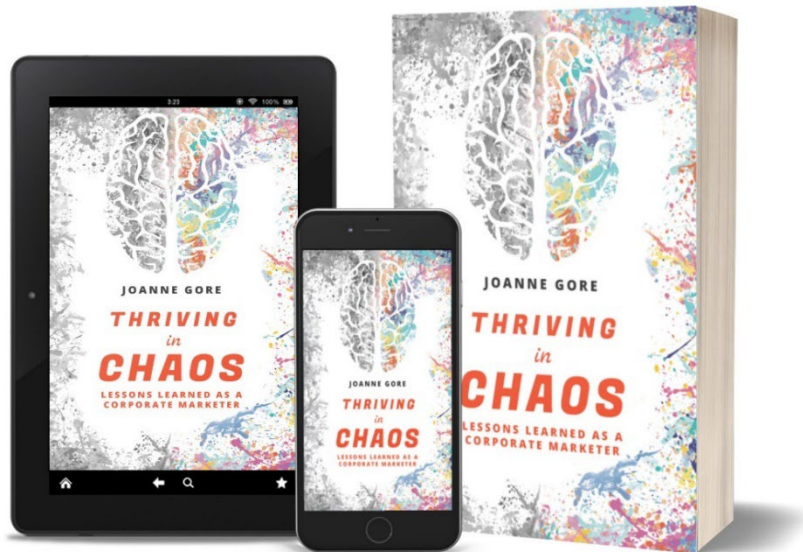


FINAL: FOR IMMEDIATE RELEASE



New Book, "Thriving in Chaos: Lessons Learned as a Corporate Marketer" by Joanne Gore, Delivers Inspiring Life Lessons for Business Success

TORONTO, September 19, 2023 - [Joanne Gore Communications Inc.](https://www.joannegorecommunications.com) (JGC), a leading full-service, B2B marketing agency located in Newmarket, Ontario, proudly announces the launch of “Thriving in Chaos: Lessons Learned as a Corporate Marketer”, by JGC President, Joanne Gore – now available on Amazon.

An Inspiring Journey Through Trials to Triumph

“Thriving in Chaos” delves deep into the captivating journey of Joanne Gore as she overcame life's harshest adversities, including a life-altering accident at just six months old. From her tumultuous teenage years to the dotcom bust and the recent global pandemic, Joanne’s story offers invaluable insights and strategies to thrive in both personal and professional life.

"I am exposing parts of myself that many people have not seen before, and sharing ideas and perspectives that look beyond academics," says Joanne. Her story serves as a beacon of hope, urging readers to find value in every experience and pursue what truly makes them happy.

A Foreword by Pat McGrew, M-EDP and Managing Director of McGrewGroup, Inc., sheds light on Joanne's incredible evolution. McGrew writes, “Joanne shares the highs and lows that guided her development... She lets you walk in her shoes. If you are at the beginning of your path into business, this book sets you up to be prepared for the challenges life throws at all of us.”



Joanne collaborated with Rajnish Shirsat, a seasoned expert in book publishing and printing, to bring her vision to fruition. Co-founder and CEO of R&S Enterprises, his dedication to global delivery standards and outstanding proficiency in the craft of book-writing proved invaluable. *Thriving in Chaos: Lessons Learned as a Corporate Marketer* is published by Qurate Books Pvt. Ltd.

A Unique Blend of Personal Stories and Business Acumen

With anecdotes and wisdom gathered from decades of experience, “Thriving in Chaos” provides a fresh perspective on succeeding in the corporate landscape. Joanne's raw and authentic approach offers unique insights that extend beyond academia, making it a must-read for anyone looking to navigate the unpredictable waters of business and life.

“My journey, marked by both challenges and triumphs, is a testament to hard-work, sincerity, and a relentless can-do spirit,” says Joanne. “This book is more than just my story; it's a chance to help others find their own strength and purpose.”

Live Book Signing at PRINTING United Expo

Joanne Gore is set to make a special appearance at PRINTING United Expo in Atlanta, GA from October 18-20, 2023. Hosted at the WhatTheyThink Booth, she will be holding a live book-signing session, where attendees can purchase copies and have them personally signed by Joanne. This is a unique chance for fans and industry professionals alike to engage with the author firsthand, get their book autographed, and immerse themselves in the vibrant atmosphere of the expo.

Don't miss out on this exclusive event at PRINTING United, happening Wednesday, October 18th, at 2pm in [booth B20039](#).

“Thriving in Chaos: Lessons Learned as a Corporate Marketer” is now [available on Amazon](#) in hardcover, softcover, and Kindle formats.

To schedule time with Joanne at PRINTING United, [book a meeting here](#).

About Joanne Gore

A marketing powerhouse with over 25 years of experience, Joanne Gore has collaborated with industry giants like Symantec, HP, OpenText, and Ricoh. At Joanne Gore Communications, she leads strategic direction, drives innovation, and assists clients in achieving monumental success. Recognized as a top LinkedIn Print Mover and Shaker by MindFire Inc., Joanne's contributions to the industry are profound. As an ardent supporter of entrepreneurship and youth employment initiatives, she is passionate about fostering positive change.

"I cannot tell you how many umpteen times I heard, 'You need to write a book, Joanne! Your story is just too incredible!'" shares Joanne. “This book is a result of the confidence and faith shown in me by my clients, my family, and my colleagues as I ventured on a journey to help others.”



For more information, interview requests, or review copies, please contact:

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[About Joanne Gore Communications Inc.](#)

Joanne Gore Communications Inc. (JGC), is a full-service B2B marketing agency that helps software, hardware, manufacturing and print companies stretch their marketing dollars and pinpoint their quickest time to money. We'll work with you to answer questions about who you help, how you help, and why it matters, to attract a new generation of business.

The company is led by [Joanne Gore](#), a veteran marketer, speaker, published writer and industry mentor, who has proven that using the approach of creating awareness first, will result in customer engagement and company growth.

Founded in 2017, JGC is headquartered in Toronto, Ontario. We're proud to have customers all around the world, including Canada, the US, and Europe, who trust us with their B2B marketing. Visit: joannegorecommunications.com #JGC4B2B.

Note to Editors:

High-resolution book cover images, author photos, and interview topics are available upon request.

