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**Portfolio to publish new book by bestselling author Terri L. Sjodin,
revealing the art and science of “getting scrappy.”**

June 10, 2015. Portfolio, an imprint of Penguin Publishing Group, a division of Penguin Random House LLC, has acquired bestselling author Terri L. Sjodin’s new book, an intriguing exploration of what it means to “get scrappy” and break through barriers, both personally and professionally.

Bria Sandford acquired world rights from Margret McBride of the McBride Literary Agency and will serve as editor on the project. The book will be published in the Fall of 2016.

"We're delighted to add Terri's new work to our list," said Adrian Zackheim, President and Publisher of Portfolio. "She has an important message and powerful strategies that can help people in every field."

In today's competitive market, it takes more than just creativity, more than just persistence, more than just a dream, to reach your goal. In her sassy and practical style, Terri Sjodin teaches readers how to “get scrappy” when facing obstacles. Drawing on research and real-world anecdotes, she explains how gumption, combined with tact, persistence, a little time, and a whole lot of fighting spirit can help you change the game and make things happen. The book will empower readers to jumpstart creativity and discover new paths to achieving goals.

Sjodin is the principal and founder of Sjodin Communications, a public speaking, sales training, and consulting firm. For more than twenty years she has served as a speaker and consultant for Fortune 500 companies, industry associations, academic conferences, CEOs, and members of the Congress. She lives in Newport Beach, California. She is the author of *Small Message, Big Impact: The Elevator Speech Effect*, published by Portfolio in 2012.

For more information: <http://www.sjodincommunications.com>