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Another Business Magazine? Are They Bonkers?

Successful self-help magazine puts humorous spin on business tips.

Orlando, FL - June 26, 2007 - Critics would say that anyone who launches a new magazine in this day of overly segmented media is bonkers. The publishers of the already flourishing self-help magazine '*Going Bonkers – The Self-Help Magazine with a Sense of Humor*' couldn't agree more, so that's why they're doing it.

On July 1st, '*Going Bonkers Business Edition – The Business Magazine with a Sense of Humor*' will launch on **www.gbonkers.com**. The new publication will have the same easy reading, pick it up-put it down style, as the original self-help version. Business articles will be plentiful, practical and rich with information. Topics for the inaugural issue include:

- Rebels Rule! How to Break the Rules and Succeed
- How to Motivate the Unmotivated
- Bosses Behaving Badly: Work for a Jerk and Succeed Anyway
- Make the Most of Your White Space
- How to Really Read Your Financial Statements

"I couldn't agree with the critics more," says Matthew Sheppard, managing partner of RS Holdings, an investment holding company backing the launch, "however, the style and content of the self-help version was so appealing and compelling that it overcame any initial resistance we had to a business edition."

Publisher Carol Pereyra edits both magazines, with contributions from well known authors, speakers, and consultants who are experts in a wide range of business fields.

For more information, visit www.gbonkers.com, or to interview Carol Pereyra, please contact:

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