

NEW YORK, NY, September 13, 2013 **/24-7PressRelease/** -- Certified image consultant David A. McKnight, (<http://www.damstyle.com/>), announced today that he will be hosting an official launch party for his latest must-read "The Zen of Executive Presence: Build Your Business Success Through Strategic Image Management" (ISBN # 978098965510151999) on Friday, October 4th 2013. The celebration will be held at the Harlem Wine Gallery, located at 752 St. Nicholas Avenue, New York, NY 10031, between 147th and 148th streets from 7pm to 10pm. Attendees of the launch party will have the opportunity to have their purchased books signed by author David A. McKnight, and can also enjoy complimentary wine tastings, which will include wines for personally selected by the author himself. The book presents professionals and aspiring professionals with guidelines, tips, and ideas on how to achieve success through the revival of one's personal and professional wardrobe and image. McKnight has created an all-encompassing model to help those looking to acquire the confidence, assurance, and authenticity that will assist them in their current and future professional and personal lives. Attendees may rsvp for the event by logging on to <https://authordavidmcknight.eventbrite.com> or by sending an rsvp email to [mtatum@beautifulplanning.com](mailto:mtatum@beautifulplanning.com).

"This book has been long in the making," states author and Image Consultant, David A. McKnight. "I'm eager to finally be able to celebrate and share my style and image knowledge with others. I created this book to help everyday people craft a distinct and memorable professional presence and personal style, as well as teach them to properly and appropriately execute it. It's important for everyone to brand himself or herself according to how they want to be perceived by others. Unfortunately, because of the blind spots that most people possess, they don't know how to do this or where to begin. Their fear of change and denial of the need to, holds them back from making attempts to address this challenge. My philosophy is that there are simple and tactical things that anyone can and should do to improve their professional and personal life, if only they had the tools and information."

David A. McKnight's page-turner will be available on October 1st, 2013 in both paperback and eBook form for Kindle, iPad, and Nook users for \$19.99. David has over 14 years of experience as a management consultant in multiple industries where he worked with various major corporations and management consulting firms. Thanks to his unmistakable professional experience he has been able to combine his passion for developing style and corporate America experiences to establish DAMstyle. The lifestyle consulting enterprise aids their clients in evolving and creating their very own image and style approach to help their progression in their professional fields. "The Zen of Executive Presence: Build Your Business Success Through Strategic Image Management" accounts much of what David has done to assist clients in their replenishment of professional and personal presentation through DAMstyle to essential transform their lives. As a business leader within a Fortune 100 financial services firm, David is still lending his knowledge and expertise to countless satisfied clients through DAMstyle and his approaching book release.

For all media inquiries regarding David A. McKnight and "The Zen of Executive Presence: Build Your Business Success Through Strategic Image Management" please contact [mtatum@beautifulplanning.com](mailto:mtatum@beautifulplanning.com)

Written by Australian Business

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Your Business Success Through Strategic Image Management", please contact 877-841-7244 or email [wwazquez@beautifulplanning.com](mailto:wwazquez@beautifulplanning.com).

About David A. McKnight David A. McKnight is a style icon in the making. He began his career in 1996 as a management consultant for Ernst & Young after completing his MS in Public Policy and Management at Carnegie Mellon University. David began DAMstyle, an exclusive image and lifestyle consulting enterprise, in 2006 as a way to fulfill his personal passion for style. Since the company's debut, David swiftly made his mark as a published stylist and certified image consultant, simultaneously building an impressive roster of high-profile clients and achievements. Among his notable achievements, David has served as the creative director of an online magazine; styled celebrities for magazine photo shoots; wrote and published image articles; managed and styled numerous fashion shows during New York's Fashion Week; hosted an online fashion reality show; judged the Miss Teen New York pageant; served as the Men's Editor of an online fashion-luxury magazine; and also briefly filled the role of Image Director at Career Gear, a non-profit organization that provides a suit and support to under-served men seeking employment.

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