

YOUR BEST IS YET TO COME

FISCHTALES THE MAKING OF A MILLENNIAL BABY BOOMER

ForbesBooks, 2019

With his new book, *Fisch Tales: The Making of a Millennial Baby Boomer*, Founder and former rue21 CEO and Millennial Baby Boomer, Bob Fisch works towards creating a new level of understanding between Millennials and Baby Boomers that is built on a spirit of respect and Bob's unique style of mutual mentoring. As he says, "I teach them business, they teach me life."

The career CEO and business growth expert has written the book on how concepts like mutual mentoring and generation splicing helped him keep his business on the leading edge of the retail fashion industry and gave him a new outlook on life. Told through Bob's personal experiences and the mindset he brings to his work—and life, *Fisch Tales* challenges readers to demolish the misconceptions we have about our lives, our future, our limitations, and our fellow humans.

A master motivator, Bob Fisch wants his readers to come away with a few key principles for success: the importance of listening, the work of nurturing a vision, achieving a satisfying work-life balance, and much more is covered in expert detail. And, most importantly, Bob's message to readers of all ages is: the best is yet to come!

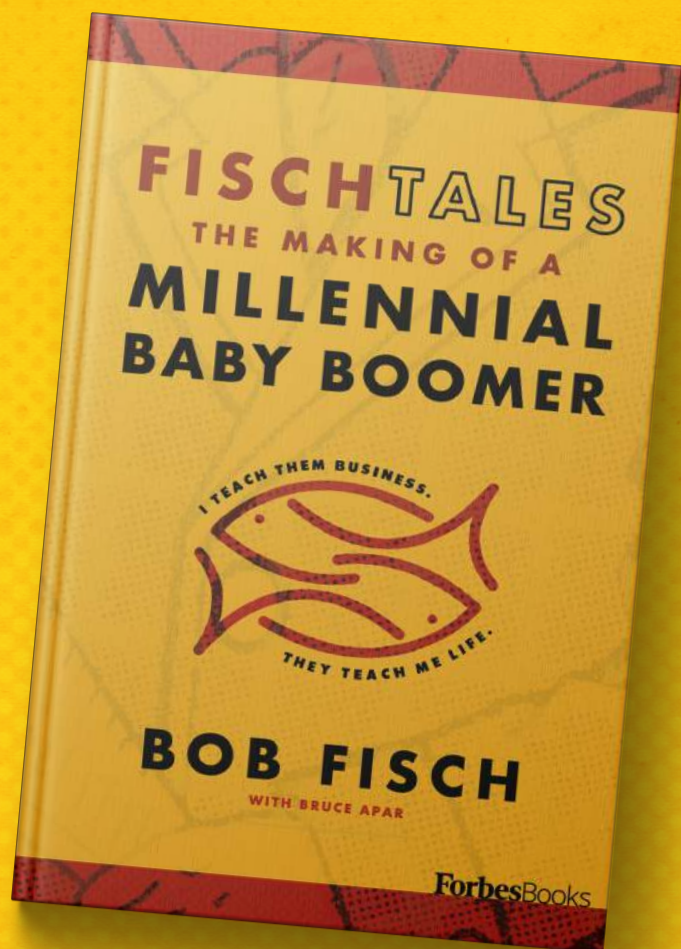
**"THERE
SHOULD BE
NO ARTIFICIAL
BARRIERS
DIVIDING THE
GENERATIONS."**

Fisch Tales: The Making of a Millennial Baby Boomer is an invaluable tool for Millennials with ambitions to start a company or climb the management ranks, or find peace of mind during a tumultuous stage of life. At the same time, the book is a tonic for Baby Boomers who have no intention of slowing down and are in search of new experiences.

"It's the best of both worlds," Bob explains. He calls it generation splicing. "Designations based on your birth years tell what you are, but they don't tell me who you are." And that's the answer Bob is always looking for, and asking readers to answer: who are you?

The inspiring thing about *Fisch Tales* is that Bob doesn't expect readers to have the answer, but it's his mission to lead them to that discovery, and to help them live the life of their dreams.

Fisch Tales: The Making of a Millennial Baby Boomer is available online and in bookstores now.





BOB FISCH HAS ALWAYS BEEN SOMETHING OF A DISRUPTOR.

BOB FISCH is recognized as a pioneering merchant for his bold and successful innovations in value-priced, fast-fashion retailing, notably at rue21. In 2009, he took the company from bankruptcy to a fast-track winning streak that included a hot-stock IPO, building a national network of 1,200 stores, and a billion-dollar-plus valuation. Prestigious retail magazine *Chain Store Age* named Bob one of “10 CEOs to Watch in 2010.” The criteria for making the very short list was “the influence they wield in their respective categories – and because they are willing to shake things up a bit.” Bob has always been something of a disruptor. Bob’s success and distinctive managerial style at rue21 are codified in *Retailing*, published by the National Retail Federation (NRF). The standard-reference textbook is considered an industry bible for college students.

Now, Bob is working to expand the Millennial Baby Boomer brand and mindset through his favorite practices and personal mantras like mutual mentoring, generation splicing, “It’s always about people,” “We will win together,” tribal knowledge, and a “Whatever it takes” attitude towards getting the job done.

ForbesBooks THE BEST IN BUSINESS™

Fisch Tales is published with ForbesBooks, the exclusive business book publishing imprint of Forbes Media. Launched in 2016, ForbesBooks aligns with Forbes’ mission to convene and curate the most-influential leaders and entrepreneurs who are driving change, transforming business and making a significant impact. ForbesBooks offers a holistic branding, visibility, and marketing platform for top business leaders and idea-makers to share their insights with the world.