

For Immediate Release

November 15, 2015

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New Book Discuss Life Lessons of Boomer Males

Author Tom Hering released his new book [*51 Life Lessons Every Boomer Male Should Have Learned by Now*](#) today. Dedicated to his parents and sons, Hering wrote the book for two reasons.

"Selfishly, I wanted this book to be available to my sons if I should leave life here anytime soon," he says.

"I still have some lessons and mentoring to do even though both my sons are now in their late 20s. But equally important, I really want the book to be a catalyst for boomer males to make their third act of life a memorable one."

Hering suggests that many of his boomer male friends, while successful as businessmen, fathers and community members, lack a sense of fulfillment right now. His book is a testimony to how much these same men have learned throughout their lives, or in some cases, how much there still is to learn.

"Unlike the Greatest Generation of our parents, we boomers have been labeled as narcissistic, always putting ourselves first," says Hering. "But in fact, I'm willing to bet that during the third act of boomer men, America and the world will see a surge in our commitment to making the planet a little bit better."

In the book, Hering draws on his own life experiences including divorce, career challenges and the death of his parents. Why 51 lessons and not 52 or 50? The author, whose career has been in marketing communications, answers with just one word: marketing.

(more)

Since its release, [*51 Life Lessons Every Boomer Male Should Have Learned by Now*](#) has garnered 20 reviews on Amazon. Nineteen of the reviews earned 5-Stars, while just one earned 4-Stars. After reading the comment why it didn't measure up to the highest rating, Hering smiled. "A reader said that the book offered as much good advice for women as it does for men."

In addition to the digital and print versions available on Amazon, the book is available free of charge by opting in at the site BoomerMale.com, which was recently launched by Hering and his business partner Mike Mathews.

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