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***It's a Jungle in There* by First-Time Author & Creator of Rainforest Cafe Steven Schussler Skyrockets to 1st Place on Amazon.com Business & Investing Books**

MINNEAPOLIS, MINN., October 5, 2010 – [*It's a Jungle in There*](#) – *Inspiring Lessons, Hard-Won Insights, and Other Acts of Entrepreneurial Daring* by Steven Schussler with Marvin Karlins is on the fast track to becoming a best seller. The book, published by Sterling, a division of Barnes & Noble, hit the 1st place ranking on Amazon.com's Business & Investing Book List on October 4th. The official release date for *It's a Jungle in There* is October 5th and the book is already in its 3rd reprint, due to overwhelming demand.

Endorsed by Donald Trump, Lee Iacocca, Dr. Stephen Covey, Harvey Mackay, Songwriter Peter Yarrow (Peter, Paul & Mary), Comedian Louie Anderson and many others, *It's a Jungle in There* was written by first-time author [Steven Schussler](#) (the creative genius who founded the hit chain of theme restaurants, [Rainforest Cafe](#)) to inspire entrepreneurs, managers, students and anyone with a dream (www.itsajungleintherebook.com). Schussler is donating all of his profits from the book to the non-profit organization Smile Network International.

Schussler has earned a reputation as one of the most creative entrepreneurs of our time. His brainchild, Rainforest Cafe, holds the record as one of the top-grossing restaurant chains in the world and was the first restaurant concept to be featured at every Disney theme park worldwide. In the book, Schussler provides the tools and insights to help entrepreneurs energize their creative thinking and teaches how to turn ideas into reality.

In short, snappy chapters, Schussler shares his strategies by outlining the “Five P’s” of entrepreneurial success – Personality, Product, Persistence, People, and Philanthropy. Schussler is street smart and self taught – he created a company twice named by *Fortune Magazine* as one of the top 100 fastest growing companies in America.

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“[It's a Jungle in There](#)” shares personal stories, along with business lessons, illustrating how anyone can become successful by applying creativity and persistence. For example, in the 1980's, Schussler transformed his suburban home into a tropical rainforest setting, complete with live exotic birds, tortoises, a baboon, an iguana, schools of tropical fish, mists and cascading waterfalls to share his vision and to persuade potential partners to invest. The book is filled with many funny and insightful stories about creativity, ambition and passion. Readers will also benefit from the critical self-examination questions which are designed to assess the reader's chances for achieving success.

Chapter 28, “The Importance of Philanthropy”, focuses on giving back to the community. One hundred percent of Schussler's profits from each book sale will be donated to Smile Network International (www.smilenetwork.org). As one of the founding members of Smile Network International, and a lifetime member of the board of advisors, Schussler strongly supports Smile Network International's amazing mission of surgically repairing cleft lips and palates of impoverished children and young adults.

“[It's a Jungle in There](#)” will be released October 5th and will be available at Barnes & Noble, Amazon.com and other retailers nationwide.

About Steven Schussler

Schussler's first Rainforest Cafe[®], A Wild Place to Shop and Eat[®], opened at the Mall of America in Bloomington, Minnesota in October 1994. Steven and his public company built 45 Rainforest Cafe's in seven years, on three continents. The Rainforest Cafe chain was sold to Landry's Restaurants in 2000 but not before receiving more than 40 awards in six years including *Fortune Magazine's* Top 100 Fastest Growing Companies in the U.S.A. (named to the list two consecutive years); and the *Nation's Restaurant News* Hot Concept Award.

Schussler Creative, Inc. (Inventions, Ideas, Contraptions, and Dreams[™]) was founded in 2000, where Steven leads the creative vision and overall strategic direction. Steven and his team create theatrical environments for attractions, restaurants and retail stores worldwide. For more information, visit www.schusslercreative.com.

Web: www.itsajungleintherebook.com

LinkedIn: <http://www.linkedin.com/in/schusslercreative>

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Note to the Media: Contact Jean Golden for copies of the book, photos, video, and interview requests.
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