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## Ethnic Gem: Denise Kaigler

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**Title:** Author and Former Reebok & Nintendo Executive

**State:** Boston MA

**Bares Her Soul in Literary Debut!**

**"Forty Dollars and a Brand"**

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otivated by her personal brand journey, **author Denise Kaigler inspires readers to overcome challenges, defy the odds, live their awesomeness and share their own story.**



Boston, MA (September 13, 2017) – In *Forty Dollars and a Brand: How to Overcome Challenges, Defy the Odds and Live Your Awesomeness*, author, brand strategist and MDK Brand Management, LLC founder Denise Kaigler takes readers on her inspirational journey through adversity and elation while overcoming challenges and defying the odds. In the book, out now, Kaigler shares her brand transformation, from shy introvert to corporate executive. She's passionate about using her background and experience to help others – students to professionals – develop and market their own personal brand that can support their dreams and aspirations. **Forty Dollars and a Brand is rich with first-hand stories featuring celebrities and other influencers, including JAY-Z, Will Smith, Venus Williams and former President Bill Clinton.**

*Forty Dollars and a Brand* is a journey of discovery, enlightenment and soul-baring reflection designed to help readers realize that anything is possible as long as they believe it can happen and are willing to make the investment. **In addition to the stories, the book also includes brand-building tips, steps and activities, and a personal brand journal for readers to document their own journey.** The book's chapters include, "What is a Personal Brand," "Why Personal Branding Matters," "Damage Control: Managing Your Brand in Times of Crisis," and "Defying the Odds: 20 MDK Tips and Stories from the Trenches." *Forty Dollars and a Brand* is available online at <https://www.barnesandnoble.com> and <https://www.amazon.com>.

**"Denise is a brilliant marketer and brand strategist, and her book shows us not only how to stand out in a crowd, but how to tower above it.** Like its author, *Forty Dollars and a Brand* is intelligent, accessible, fun, unpredictable, high-impact, and global," said Ron Stodghill, author and award-winning business journalist.

**"Forty Dollars and a Brand is a personal development and marketing book that takes you inside the often-unforgiving world of business and on wild and unpredictable rides with celebrities,"** said author Denise Kaigler. "The stories, along with the book's branding tips, steps and activities, are designed to help individuals who feel hindered by shyness or other obstacles conquer their

fears and believe in themselves and their ability to achieve their personal or professional goals,” said Kaigler.

While living alone during her junior year of college in Boston, Kaigler faced a seemingly insurmountable obstacle. **Stressed by the responsibility of funding her education, she had little food and no money.** One afternoon, a friend’s uncle surprised Kaigler with forty dollars to buy food that would sustain her until her next paycheck. It was a defining moment that strengthened Kaigler’s resolve to fulfill her dreams.

During select Forty Dollars and a Brand book release events, attendees will be encouraged to share their inspirational ‘Forty Dollars’ story, a defining moment that changed or perhaps saved their life and put them on their professional path. In addition, the book’s website – [fortydollarsandabrand.com](http://fortydollarsandabrand.com) – prompts visitors to share their ‘Forty Dollars’ story, which could embolden others facing their own challenges.

Kaigler was born in Huntington, West Virginia and raised with her two sisters by their single mother in S.E., Washington, DC. **A shy introvert, Kaigler evolved her brand to become a senior leader at Reebok, adidas Group, Nintendo and Boston Scientific, and worked with numerous celebrities, including Scarlett Johansson, Venus Williams, Allen Iverson and Pharrell Williams.** In addition to serving as the founder and principal of her company, MDK Brand Management, LLC, Kaigler is an adjunct professor, currently at Lasell College in Newton, MA and previously at the University of Massachusetts Boston in Boston, MA.

Connect with Forty Dollars and a Brand on Twitter at <https://twitter.com/fortydollarsDK> and on Facebook at <https://www.facebook.com/fortydollars>, and visit <https://fortydollarsandabrand.com>.

**Contacts:** Gail Jackson-Blount, 617-529-7981 [gail.jacksoncommunications@comcast.net](mailto:gail.jacksoncommunications@comcast.net)

Amber McCollom, 206-353-4751 [amber@brandboltmarketing.com](mailto:amber@brandboltmarketing.com)

