

For Immediate Release

Press Contact: Terrence Ford, Can't Stop! Won't Stop! Consulting Creative & Digital Strategist,
Terrence@CSWSConsulting.com, (301) 213-4561

BE THE
BOSS
NOW

■ C A N ' T ■
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The First Book From Gregory Allan Datu Cendana, President & Co-Founder of Can't Stop! Won't Stop! Consulting, Is Now Available

The Book Has Been Named An Amazon Bestseller In Multiple Categories

Washington, D.C. - On November 18, 2021, Gregory Allan Datu Cendana, President, and Co-Founder of Can't Stop! Won't Stop! Consulting released his first book! In the first week of its release, the book titled "Your Amazing Itty Bitty Be The Boss Now Book: 15 Key Steps To Start, Run, and Grow Your Business" has been listed as an Amazon bestseller in two categories: Corporate Finance and One Hour Business & Short Money Reads. Additionally, both the kindle version and the paperback edition simultaneously ranked number one and number two in the top New Releases in the Corporate Finance category.

In this release, Gregory Allan Datu Cendana provides the reader with tools to establish their mission, vision, theory of change, and values, create a solid financial plan, build a team and map their network. The book will also help readers develop their brand, incorporate diversity,

inclusion, equity, and justice, and more. It is designed for new bosses, current bosses looking to sharpen their skills and those who want to become business owners!

“Growing up, I never saw myself as a writer, and this process reminded me that we all have our stories to tell. As an openly gay Filipino man who grew up in an immigrant, Catholic, and working class household, its critical people who share my experiences and identities find themselves in more books, media, and the world at large, reflects Gregory Allan Datu Cendana. “#BeTheBossNow is a particular offering for those who had an idea about becoming an entrepreneur but didn’t know where to start or were discouraged from pursuing their dreams. I believe we can all be the boss now, gain financial freedom, and work together to create an economic and racially just world where everyone thrives.”

The book links for purchase, curated playlists on Spotify and Tidal, a form to nominate a boss to join the growing network and other information are available by visiting the website at www.BeTheBossNow.com.

More about the Author: Dancer, Strategist, Facilitator, and Entrepreneur Gregory Allan Datu Cendana Cendana is President of [Can't Stop! Won't Stop! Consulting](#), Chief Creative Officer of [Greg Dances](#), co-founder of [The People's Collective for Justice and Liberation](#), and now Best Selling Author of [#BeTheBossNow](#). He was the first [openly gay](#) and youngest-ever Executive Director of the [Asian Pacific American Labor Alliance](#) and Institute for Asian Pacific American Leadership and Advancement. Gregory was also the first openly gay and first Filipino American elected [Chair](#) of the National Council of Asian Pacific Americans, co-founder of the diversity initiative [Inclusv](#), and serves on the board of directors for [United We Dream](#) as Treasurer. Gregory was [President](#) of the United States Student Association (USSA), where he played an integral role in the passage of the Student Aid and Fiscal Responsibility Act and the Healthcare and Education Reconciliation Act. He also co-authored Asian Americans and Pacific Islanders (AAPIs) Behind Bars: Exposing the School to Prison to Deportation Pipeline, a first of its kind [report](#) on the impact of mass incarceration and mass criminalization in the AAPI community.

Washington D.C. Mayor Muriel Bowser appointed him to serve on the Board of Pharmacy and Commission on Asian and Pacific Islander Affairs after serving a two-year term on the Gay, Lesbian, Bisexual, and Transgender Advisory Committee under the leadership of Mayor Vince Gray. Gregory also co-founded the Washington Highlands Civic Association and served as its Vice President. He has been named one of Washington DC's most influential 40-and-under young leaders, one of the 30 Most Influential Asian Americans Under 30, [40 Influential Asian Americans in Washington](#), DC's Inaugural Power 30 Under 30™ Award Recipients, a Capital Pride Hero, and the "Future of DC Politics." Gregory enjoys singing karaoke, choreographing dances, and trying new recipes in his spare time.

We're Number One!

THE FIRST BOOK FROM GREGORY CENDANA, PRESIDENT & CO-FOUNDER OF CAN'T STOP! WON'T STOP! CONSULTING, IS NOW AN AMAZON BEST SELLER!

Corporate Finance



One Hour Business & Short Money Reads



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Can't Stop! Won't Stop! Consulting is a firm centering Black, Indigenous, People of Color (BIPOC), womxn, Lesbian, Gay, Bisexual, Transgender, Queer, Two-Spirit, Intersex and Asexual/Agender (LGBTQ2IA+) folks, people with disabilities, working people, and immigrants!

Learn more at www.cswsconsulting.com.