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### Define the Problem

I know that the book is about a woman named Oprah Winfrey and her life journey adding up to her becoming rich and famous. In addition, we know that Oprah uses her riches to attend charity and helps the poor. We need to figure out why the author, Gary Zukav, wrote a book about this woman. To ensure that we know why Gary Zukav wrote this book, we need to read the book in its entirety to understand just who exactly Oprah Winfrey is, and why she is so important. My product is a book titled, "The Seat of The Soul." This book would fall into the category of non fiction. I would like to publish this book, because even after reading just a tiny bit about her life, my perspective changed. I understand life in a different way, and her story should be told to the world. I would like to market this book as a publisher, because it has great potential, and it could very well be a bestseller. I will satisfy all customers by listening to my customers' feedback, paying close attention to my competitors, putting my customers first, and making sure my book is a good product with a fair price.

Work Cited:

- “Oprah Winfrey.” *Biography.com*, A&E Networks Television, 26 Oct. 2020,  
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- “Gary Zukav.” *Gary Zukav Linda Francis Seat of the Soul Institute Authentic Power  
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