Linda Kaplan Thaler
Chairman / Publicis New York / Co-Author of Grit to Great

Linda is also a best-selling author and television personality appearing on “The Apprentice,” CNN, The Today Show, Good Morning America, and host of Oxygen’s series “Making It Big.” Her collaborations with coauthor Robin Koval have all become best-sellers: The Power of Small, The Power of Nice, and Bang! Getting Your Message Heard in a Noisy World. Their new book; GRIT to GREAT, debuted this fall.

Robin Koval
CEO & President / Truth Initiative / Co-Author of Grit to Great

Robin is the CEO and President of Truth Initiative, the national public health organization dedicated to achieving a culture where all youth and young adults reject tobacco. A leader in the world of advertising and marketing, and a New York Times best-selling author, Koval joined the organization in 2013. She re-launched its award-winning and lifesaving truth® youth tobacco prevention campaign and refocused its world-class research and activism programs to speak, seek and spread the truth about tobacco.

She and Linda Kaplan Thaler are co-authors of three best-selling books including: The Power of Nice: How to Conquer the Business World with Kindness. They published their fourth book in September 2015: From Grit to Great. How Perseverance and Pluck Can Take You From Ordinary to Extraordinary. A sought-after expert on advertising, media, youth culture and tobacco control, Koval regularly appears on television, contributes commentary to print and online outlets and speaks at conferences and colloquia for business, government and media audiences.

*Book Signing After Friday Forum*

The VCU Bookstore will sell Grit to Great and Linda Kaplan and Robin Koval will sign books from 12:30-1:15pm in the Commons Theater.