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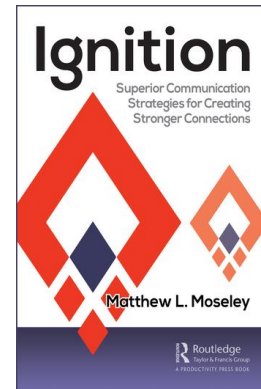
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**ROUTLEDGE ANNOUNCES RELEASE OF
“IGNITION”
BY MATTHEW L. MOSELEY**

*“Ignition: Superior Communications Strategies for Creating Stronger Connections”
to be released in April;
Now available for presale*

New York – “Ignition” is a book of dispatches from the frontlines of communication strategy that is being called “[a must-read for anyone who wants to harness the power of communication.](#)” Author Matthew L. Moseley draws on his eclectic life experiences to investigate the link between success and effective communication. The book will be released by Routledge/Taylor & Francis on April 19, 2021, and is [available now](#) for presale.

“We are excited to publish *Ignition* because it is a timely book about the value of effective communication and the tools to make stronger connections,” says Michael Sinocchi, the publisher for business improvement at Routledge/Taylor & Francis. “Moseley provides a unique and valuable perspective that is needed now more than ever.”



In extensive interviews with a wide variety of experts, including authors, fighter pilots, business leaders, attorneys, and astrophysicists, Moseley tests universal communication principles, teases out new, provocative ideas, and anticipates how forming stronger connections will help us address today’s greatest challenges.

Ignition is already attracting notable reviews:

“Ignition is a smart and witty manifesto that skillfully illuminates the art of winning over public sentiment. Every page crackles with hard-earned wisdom. Highly recommended!”

Douglas Brinkley, Professor at Rice University, presidential historian, author of *Cronkite*.

“... a fascinating journey...” says jazz legend and composer, David Amram.

“A must-read for anyone who wants to harness the power of communication and understand the strategic process. The essential field manual for communication strategy.”

Rosalind Wiseman, co-founder of Cultures of Dignity and NYT bestselling author of *Queen Bees & Wannabes (the movie Mean Girls)*

Interested reviewers and media can [request an inspection copy](#). Preorder *Ignition* [here](#). SAVE 20% when you order online and enter Promo Code FLY21.

About the Author:

Matthew L. Moseley is a communications strategist with decades of experience at the intersection of public policy, business, and government. He is the author of *Dr. Thompson: Felony Murder, Hunter S. Thompson and the Last Gonzo Campaign*. He has completed four first-ever adventure swims and is the subject of the documentary, *Dancing in the Water*. He lives in Boulder, Colorado, with his wife, Kristin, and their children, Charles and Amelia.

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Key Words/Related Subjects: Business Management; Leadership, Leadership – Strategy; Strategic Management; Business, Management and Marketing; Communications; Public Affairs; Issue Management; Crisis Communications