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CRÍTICAS

July/August 2004

Industry Moves

By Carmen Ospina -- 7/1/2004

Cruz Brings Success to Taller del Éxito

A Colombian motivational writer and speaker, Dr. Camilo Cruz has become the top-selling author for self-help and audiobook publisher Taller del Éxito. His latest book, *La vaca (Once Upon a Cow, 2004)*, winner of the 2004 Latino Book Award for best self-help book in Spanish at this year's BookExpo America, is already a best seller in several bookstores across the country. In *La vaca*, Dr. Cruz encourages his readers to get rid of all those well-worn excuses that he calls *vacas* or cows, which can keep them from getting everything they want out of life. "People tell us on an almost daily basis how *La vaca* inspired their personal or professional transformations," says Ida Jiménez, vp of Taller del Éxito. Such has been the success that Taller will release *Once Upon a Cow* in late September, marking the first time it publishes an English title. Dr. Cruz has also cowritten *Piense como millonario (Think Like a Millionaire)* with Brian Tracy, an internationally recognized author and speaker on personal and business success, due out this September in Spanish.

New Novel by Valdés-Rodríguez

Valdés-Rodríguez is back with a new novel that takes a look at the fast-paced world of entertainment in Los Angeles. This time, the *New York Times* best-selling author follows a group of young, smart, and savvy Latina professionals as they balance love, career, and family in a city that is not always so forgiving. St. Martin's Press will release *Playing with Boys* in hardcover this September, along with a paperback Spanish translation, *Jugando con muchachos*, by renowned Cuban author Daína Chaviano (see our [Jan./Feb. 2004 cover story](#)).