

Lee Eisenberg

AUTHOR · BUSINESS LEADER · FUTURIST · JOURNALIST · MEDIA PERSONALITY

Author; Former Editor-in-Chief of Esquire Magazine and Former Chief Creative and Marketing Officer at Lands' End and Chicos FAS, Inc.



VISIT LEE'S WEBSITE

About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

Engagement Types:

- Speaking

Topics:

- Financial Markets
- Health & Wellbeing
- Mindfulness & Resilience
- Multigenerational Workplace

Biography Highlights

- **Best-selling Author:** Wrote *The Number*, a New York Times bestseller on money and priorities.
- **Former Esquire Editor-in-Chief:** Led Esquire to award-winning journalism success.
- **Corporate Leader:** Held senior roles at Lands' End and Time Inc., shaping marketing and branding.

Biography

Poet Maya Angelou said that “making a living is not making a life.” But making a life, a life that’s satisfying and fulfilling over the long haul, doesn’t come with easy assembly instructions. Thankfully, however, there’s Lee Eisenberg’s *The Point Is: Making Sense of Birth, Death, and Everything in Between*. As the reviews attest, Eisenberg offers captivating insights into how we can derive satisfaction and purpose both at home and work.

Just as he never pretended to be a financial adviser, Eisenberg doesn’t present himself now as a philosopher or spiritual guru. He knows what he knows. And what he knows best is the powerful role that stories play in our

Websites:

- [Website](#)

lives, not least our own life stories. He explains how, from a young age, each of us is compelled to take memories of events and relationships and shape them into a one-of-a-kind personal narrative. It's how we make sense of things, give shape to events and relationships that may otherwise feel disconnected as we move through the decades.

The Point Is isn't about how to *write* a good life story. It's about how we've already created that story, have been doing so for as long as we can remember. But is it a *meaningful* story? A *happy enough* story? A story that *adds up*?

This new presentation invites us all to think creatively and differently about a story we *think* we know as well as the back of our hand. Small wonder, then, that *Kirkus Reviews* calls *The Point Is* "affable...accessible...and thought provoking," concluding that "Eisenberg's self-probing ...will encourage anyone to further ponder the meaning of life."

Lee's Topics

The Point Is: Making Sense of Birth, Death and Everything in Between

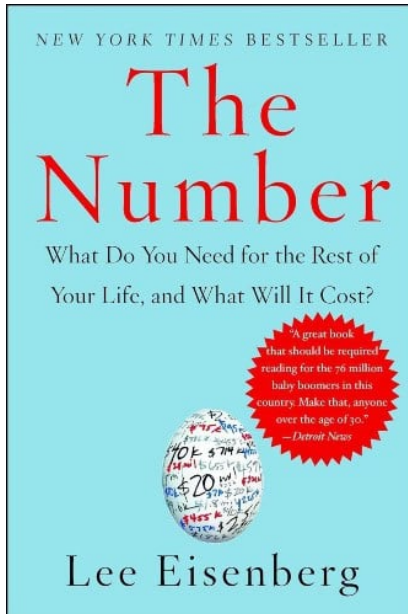
First, there was *The Number, A Completely Different Way to Think About the Rest of Your Life*. It wasn't yet another how-to investment book so much as a groundbreaking look at our uneasy relationship with money in general, financial planning in particular. *The Number* started a national discussion about saving for the future and shaped how the financial industry marketed its products and services.

In many ways, Eisenberg's book—*The Point Is: Making Sense of Birth, Death, and Everything in Between*—picks up from where *The Number* left off. *The Number* focused on "how much?" *The Point Is* zeroes in on "what for?" In short, it addresses what it takes to find enduring meaning and purpose in life. To get at an answer to that timeless question, Eisenberg sifts entertainingly through his own pivotal memories, and presents striking research drawn from psychology and neuroscience. We also hear from men and women of all ages who are wrestling with the demands of work and family, ever in search of fulfillment and satisfaction.

Who am I? Where am I going? What does it all add up to? *The Point Is* goes straight to the heart of how we explain ourselves to ourselves. And it all comes together in a fascinating tale, delightfully told both on the printed page and now onstage.

Available: In person, Virtually

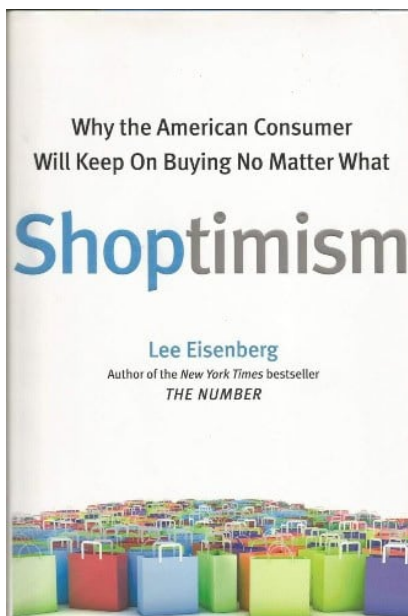
Books



The Number: What Do You Need for the Rest of Your Life, and What Will It Cost?

Do you know your Number? What happens if you don't make it to your Number? Do you have a plan? The Number is no ordinary finance book--it offers an intriguing and entertaining tour of wealth gurus, life coaches, and financial advisers, and our hopes and fears for the future. The result is a provocative field guide to your psyche and finances and an urgently useful book for anyone over thirty. The often-avoided, anxiety-riddled discussion about financial planning for a secure and fulfilling future has been given a new starting point in *The Number* by Lee Eisenberg. The buzz of professionals and financial industry insiders everywhere, the Number represents the amount of money and resources people will need to enjoy the active life they desire, especially post-career. Backed by imaginative reporting and insights, Eisenberg urges people to assume control and responsibility for their standard of living, and take greater aim on their long-term aspirations.

[BUY THE BOOK](#)



Shoptimism: Why the American Consumer Will Keep on Buying No Matter What

In this smart, engaging book, Lee Eisenberg, best-selling author of *The Number: A Completely Different Way to Think about the Rest of Your Life*, leads us on a provocative and entertaining tour of America's love/hate affair with shopping, a pursuit that, even in hard times, remains a true national pastime. Why do we shop and buy the way we do? In a work that will explain much about the American character, Eisenberg chronicles the dynamics of selling and buying from almost every angle. Neither a cheerleader for consumption nor an anti-consumerist scold, he explores with boundless curiosity the vast machinery aimed at inducing us to purchase everything from hair mousse to a little black dress. He leads us, with understated humor, into the broad universe of marketing, retailing, advertising, and consumer and scientific research--an arsenal of powerful forces that combine to form what he calls "The Sell Side."

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The Point Is

Making Sense of Birth, Death,
and Everything in Between

LEE EISENBERG

New York Times Bestselling Author of *The Number*

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The Point Is: Making Sense of Birth, Death, and Everything in Between

In this engaging and provocative book, Lee Eisenberg, bestselling author of *The Number*, dares to tackle nothing less than what it takes to find enduring meaning and purpose in life. He explains how from a young age, each of us is compelled to take memories of events and relationships and shape them into a one-of-a-kind personal narrative. In addition to sharing his own pivotal memories (some of them moving, some just a shade embarrassing), Eisenberg presents striking research culled from psychology and neuroscience, and draws on insights from a pantheon of thinkers and great writers-Tolstoy, Freud, Joseph Campbell, Virginia Woolf, among others. We also hear from men and women of all ages who are wrestling with the demands of work and family, ever in search of fulfillment and satisfaction. It all adds up to a fascinating story, delightfully told, one that goes straight to the heart of how we explain ourselves to ourselves-in other words, who we are and why.

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Lee Eisenberg is available to book via these agencies

✓ **Recommended**

EXCLUSIVE

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