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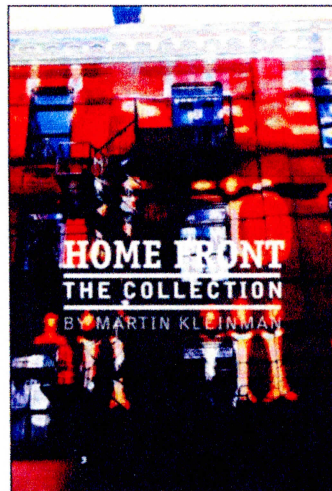
Home Front: The Collection

(Sock Monkey Press, 2013.) Martin Kleinman (B.A., '72). \$15.

Martin Kleinman has always loved the Bronx. Even during the 25 years he spent living in Brooklyn's Park Slope, he remained true to his native borough. He grew up in the University Heights section and after graduating DeWitt Clinton High School, enrolled in Lehman. He quickly fell in love with the school and its green campus. "It just looked like a college," he recalls, "like this was the way a college was supposed to be."

Kleinman graduated in 1972 after majoring in economics with a minor in psychology and began a career in public relations, working for corporate clients such as Lockheed Martin and American Express. One of his longtime business clients, Robert F. Brands, the president and founder of Brands & Company, LLC, contacted him about writing a book on innovation.

"We were talking one day, and we were both bemoaning the fact that the first thing that companies do in a tough economic climate is slash their research and development funds," Kleinman says. "But that's exactly the wrong thing to do; that's how businesses grow: by investing in research and development." The product of their frustration was *Robert's Rules of Innovation: A 10-Step Program for Corporate Survival* (John Wiley & Sons, 2010) that they co-wrote.



But all along, as a lifelong New Yorker, Kleinman was collecting stories in his head about the places and people he has known. Growing up in the Bronx when the borough—and the rest of New York City—began a decline that culminated in the fiscal crisis of the 1970s, gave him plenty of material. "Remember the *Daily News* headline 'Ford to City: Drop Dead!' It was a tough time for New York," he says. After stints in Manhattan and Jackson Heights, Kleinman moved to Park Slope. "It wasn't the gentrified neighborhood that it is now," he says. "But it wasn't as rough as the Bronx."

Over time, he started writing short stories about what he calls "the real New York" that only a native of the Big Apple can truly understand. And he joined a writer's group, perfecting his stories, and winning accolades from fellow writers. "People kept telling me, 'that's a great story' or 'that's so interesting,'" he recalls. "And slowly but surely, I started taking it seriously." He was inspired by his native city again when in 2010 he and his wife moved back to the Bronx, this time to live in the Riverdale section.

All of this inspired Kleinman to collect his stories for his forthcoming book, *Home Front*. "It's hard to think that New York once crashed so hard and how bad it was," he says. "People who weren't here wouldn't believe it." For a taste of what New York was like in those rough and tumble days, readers can check out his book, which will be available on Amazon.com in early 2013. ■

Songs From My Heart

(Amazon.com, 2011.) John D. Pantuso (B.S., '74). \$7.99, paperback; \$2.99, e-book.

John D. Pantuso has always viewed singing as more than just a hobby. Even though he majored in accounting at Lehman, and minored in finance, he made sure that singing with a group in three- or four-part harmony was a constant in his life.

Now his first book, *Songs From My Heart*, compiles the inspirational stories behind some of his musical works that he performs with his current group, the Florida-based quartet called Brotherhood. While living and pursuing his accounting career in NYC, John traveled musically with another band,

The Vessels of Praise, whose trusty tour bus racked up thousands of miles throughout the United States and Canada.

"I did not compose these songs—primarily gospel, inspirational, and holiday tunes—with the intention of publishing a book," he admits. "It became a by-product or extension of my work to encourage others to fully utilize the different gifts we have. Many have told me how they appreciate *Songs From My Heart* and plan to do something good with their lives no matter how small."