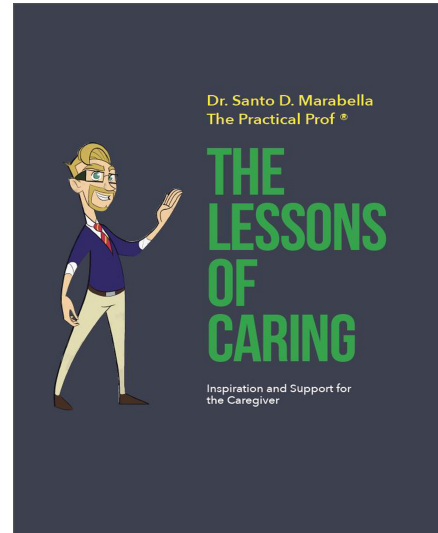




Santo D. Marabella, MBA, DSW  
Phone (610) 633-5234  
[Email](#)  
[Website](#)  
[Twitter](#)  
[Facebook](#)



## Media Release

### Focusing on the needs of the Caregiver

Moravian College professor authors *The Lessons of Caring: Inspiration and Support for the Caregiver*

\$4.99 – eBook (September 17 release; now available for sale)

**Fleetwood, PA, September 10, 2018:** We are well aware that Baby Boomers (roughly those born between 1947 and 1964) have long been called the “sandwich generation,” referring to their dual and often simultaneous roles of caring – for their children and for their parents. Many Baby Boomers have enjoyed having one or both parents living well into their 80’s and 90’s. What is truly a blessing, can at the same time pose significant challenges and overwhelming responsibilities.

With good reason, we devote resources and attention to the needs of the loved ones in our care. What we may need to do is dedicate more attention to the needs of the caregiver. Caregiving for loved ones of any age can be both a life-affirming and a spirit-draining experience. *The Lessons of Caring* is an eBook written to be a source of inspiration and support for the contemporary caregiver. It is short and to the point - colorful, digital pages with video commentaries from caregivers to comfort you, and exercises and questions to help you. The purpose of the book is twofold. First, to share some of the insights the author has gained from helping his parents deal with the challenges of advanced and complex medical issues and their aging. Second, the book is written in the hopes that the insights and perspective shared will provide support, inspiration and affirmation to other caregivers.

Dr. Santo D. Marabella, the author and a college business professor, has and is learning from his experience caring for his elderly, Italian-American parents. Rather than an academic read, Marabella offers accessible content and pragmatic, usable (you judge if it's "useful") advice. Recognizing that his experience may pose limitations and applicability for other caregivers, Marabella explains, “This book is not an exhaustive or comprehensive presentation of caregiving lessons; rather, *The Lessons of Caring* strives to be a resource to caregivers by stimulating reflection, offering support and creating opportunities to grow from the lessons I have learned.”

*The Lessons of Caring* presents eight lessons. While there is a deliberate sequencing in the book, readers may want to read, and re-read, the lessons in a different order. Throughout this book, Marabella talks about self-care. He says, “It’s as much a reminder for me, as it is a prompt for you. I’m still learning!” A special feature is the video message that begins each lesson. Marabella invited other caregivers, and those who work with caregivers, to share their experiences and thoughts. When viewed from an Internet-connected device, readers will be able to

**The Lessons of Caring: Inspiration and Support for the Caregiver**

hear from others who have been on this journey, bringing the meaning of the lesson's topic to life in a more personal way.

Marabella hopes that reading, *The Lessons of Caring*, "will feed your spirit, recharge your energy and affirm your amazing and life-changing impact as a caregiver!" *The Lessons of Caring* is available from fine eBook sellers everywhere, especially [Nook \(Barnes & Noble\)](#), [iBooks \(Apple\)](#) and [Kindle \(Amazon\)](#).

Interested in bringing *The Lessons of Caring* to your company, agency or community organization? Dr. Marabella, The Practical Prof®, is available to speak or train your employees, volunteers or members. For information on speaking engagements, keynotes and workshops, please email: [Santo@ThePracticalProf.com](mailto:Santo@ThePracticalProf.com).

### ***Brief Author Bio***

Santo D. Marabella is Professor of Management at Moravian College, Bethlehem, PA where he teaches leadership, ethics and management. He is member of the Academy of Management, National Association of Social Workers, Dramatists Guild of America, Theatre Communications Group and The Lambs®. He founded several not-for-profit organizations, and chaired numerous boards of directors. His other writing includes six plays, a musical, a short film and a TV pilot – all of which have been produced. Marabella's monthly column, *Office Hours with The Practical Prof*, has been featured in the *Reading Eagle's* Business Weekly since 2012. Marabella earned a Doctor of Social Work from the University of Pennsylvania's School of Social Policy and Practice; Master's of Business Administration from St. Joseph's University's Haub School of Business and, a Bachelor's of Science in Business Administration from the Villanova School of Business at Villanova University. The only child of Anna and Sam Marabella, he resides in Fleetwood, PA with his fur child, Rafaele.

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