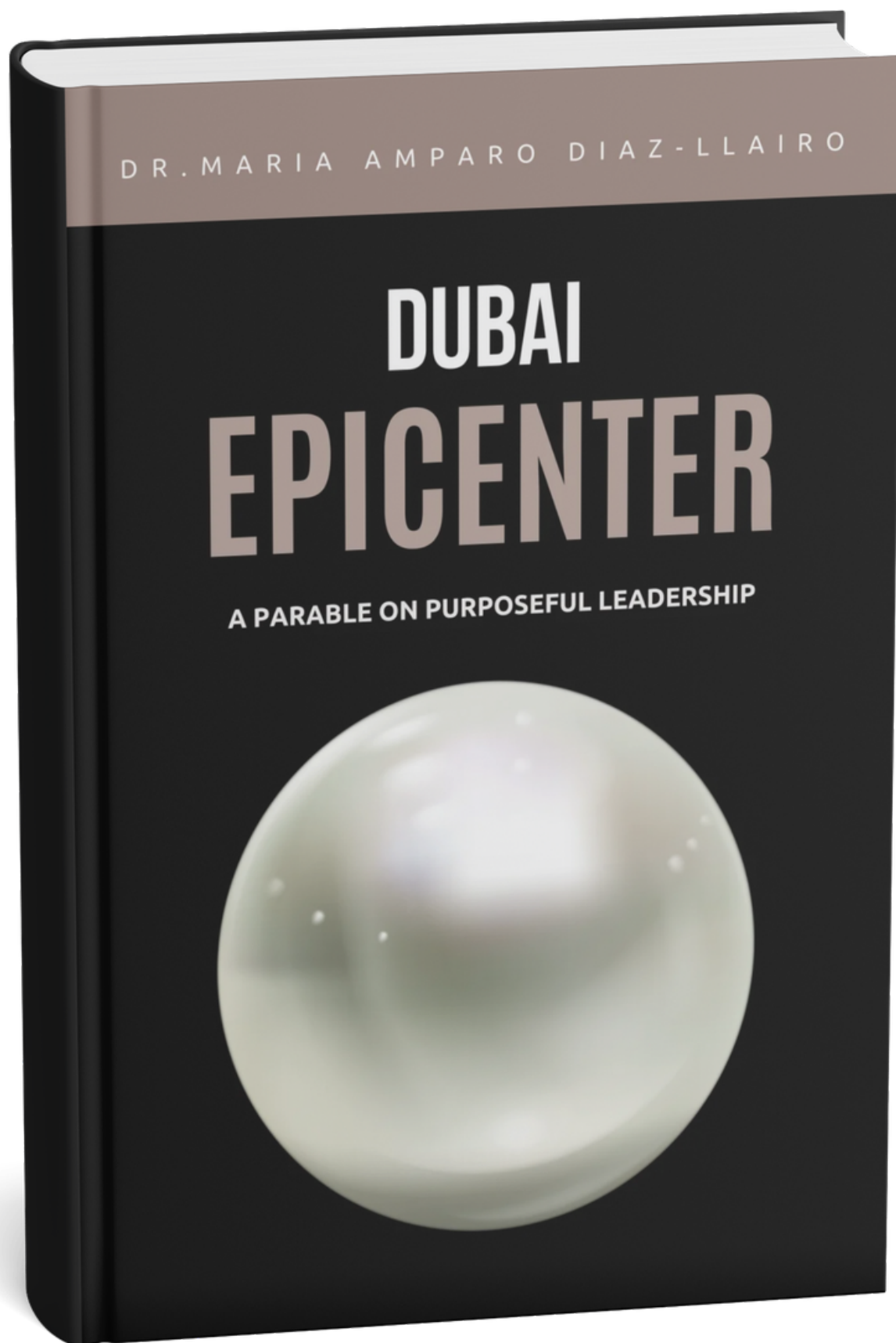




MEDIA KIT

ABOUT THE BOOK

Title: Dubai Epicenter
Subtitle: A Parable on Purposeful Leadership
Author: Dr. Maria Amparo Diaz-Llairo
Publisher | Imprint: KDP
Formats: Paperback | Hardcover | Kindle
Trim size / Pages: 6" × 9" | 119 pages
ISBN: Paperback 9798266065451; Hardcover 9798266076853
Publication date: May 2026
Territories: World
Categories (BISAC): Primary FIC051000. Fiction / Cultural Heritage / Middle Eastern; Secondary BUS071000. Business & Economics / Leadership; Tertiary FIC110000. Fiction / Visionary & Metaphysical.
Subjects (THEMA): Primary THEMA: FBC Modern & contemporary fiction. Secondary:

- KJMV Leadership & motivation
- VSPM Advice on careers & achieving success
- KJMB Business decision-making
- 1FBQ Geographical qualifier: United Arab Emirates / Middle East

DUBAI EPICENTER: A LEADERSHIP PARABLE FOR THE AGE OF ACCELERATION

Dubai Epicenter redefines how leaders translate purpose into performance, not through more frameworks, but through a story that carries method. This book braids ethical AI, the neuroscience of attention, and conscious leadership into a parable that can be read in one sitting and applied for a lifetime.

The book reframes leadership: not a set of techniques, but a way of being. Where excellence becomes service, diversity becomes competitive advantage, and the most powerful authority is the one that elevates others quietly. The result? A replicable inner operating system where intention, discipline and gratitude meet measurable outcomes in real teams.

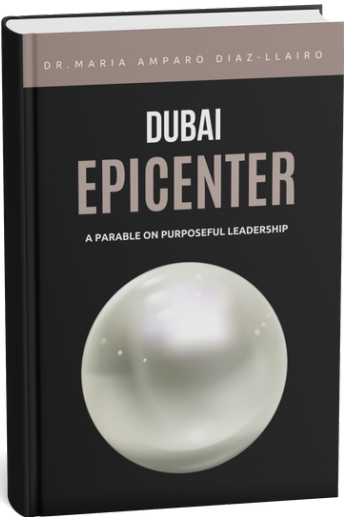
Three parts. Inner journey to executive practice. You will learn how to lead under uncertainty with BOARD (five steps for clear decisions), implement AI with conscience through AMANA (five principles drawn from the Arabic amānah: trust), and train the leader's attention with NEURO (five gestures grounded in the neuroscience of focus). You also receive a literary roadmap: how to belong without losing your essence, how to navigate crisis as a leadership test, how to honor discipline as a path to clarity, and how to build the kind of dignity that attracts talent and keeps purpose alive.

The final section closes the circle with the parable's mastery: AI with conscience, the neuroscience of talent, the governance of innovation, and decisions that withstand scrutiny because they were made with method and soul.

If your ambition is to lead an organization where excellence is understood as service, where diversity becomes strategic advantage, and where technology amplifies dignity, this book gives you the story, the symbols, and the practical methodologies to make it real.

“A story about turning purpose into performance, set between the sea and the desert”

Dr. M. A. Díaz-Llairo. Author & Professor



EXECUTIVE OVERVIEW

Who should read this

- CEOs & Business Leaders seeking a narrative of serene leadership rooted in values and results.
- CHROs & HR Executives looking for a common language to speak about purpose, culture and conscious technology.
- Founders & Entrepreneurs building multicultural organizations where diversity is strategic, not decorative.
- Boards & Executives with AI responsibility seeking ethical frameworks to implement technology without losing humanity.
- Readers drawn to Dubai and the United Arab Emirates who want to understand the work ethic, the diversity and the forward-looking vision of one of the world's fastest-growing economies.

What's inside

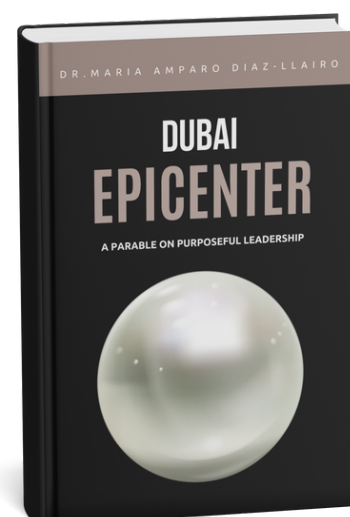
- Three proprietary methodologies: BOARD, AMANA, NEURO.
- Fourteen chapters across three parts (The Call, The Crucible, The Mastery).
- End-of-chapter aphorisms ready to apply in daily management.
- A respectful tribute to Emirati culture, halal-friendly throughout.
- A prologue and an epilogue that frame the entire journey.
- The story of a 2024 crisis as a real-world leadership test.

Why now

The acceleration is real, but speed without destination drains organizations. Dubai Epicenter arrives at a moment when leaders are asking how to remain human in a fast, AI-driven, multicultural world. The book offers a tested answer: excellence is not competition, it is service. Organizations that lead with purpose, dignity and method, where AI amplifies human judgment rather than replacing it, will be the ones that attract top talent, sustain trust, and earn long-term societal credibility.

Why buy this

- A complete business parable that can be read in one weekend.
- Three proprietary methodologies (BOARD, AMANA, NEURO) ready to apply Monday morning.
- A field-tested philosophy of leadership as service.
- A culturally accurate window into the work ethic of the United Arab Emirates.
- A halal-friendly book that honors Emirati culture without proselytism.
- An ethical framework for AI implementation in organizations.
- Reflections on the neuroscience of attention applied to leadership.
- A literary experience and a practical leadership manual in one volume.



AMAZON DESCRIPTION

AMAZON SHORT DESCRIPTION

Dubai Epicenter is a business parable that turns purpose into performance. Three methodologies (BOARD for decisions, AMANA for ethical AI, NEURO for attention) woven through a story set between the sea and the desert. For executives, founders and HR leaders who want results without losing their soul.

AMAZON LONG SYNOPSIS

What if you could lead the way the world's most innovative city does?

In Dubai, where more than 200 nationalities build the future together, Dr. María Amparo Díaz-Llairo learned that when a proposal serves the common good, there are always ears willing to listen. Dubai Epicenter is the parable of someone who learned to turn diversity into excellence with purpose, between the desert that teaches clarity and the sea that trains humility.

This is not theory. These are tools forged in one of the world's fastest-growing economies, where courtesy is fundamental infrastructure, ambition is human, and the most powerful leadership is the one that elevates others quietly.

Three methodologies are woven into the story as practical leadership tools. BOARD offers five steps for deciding well under uncertainty. AMANA, drawn from the Arabic word amānah (trust), offers five principles for implementing artificial intelligence with conscience. NEURO offers five gestures for training the leader's attention, grounded in the neuroscience of focus and sustainable performance.

For CEOs, CHROs, founders, HR leaders and boards who want to build organizations where excellence is service, where diversity becomes competitive advantage, and where technology amplifies dignity. A book to read as a parable and use as a field guide.

"Excellence does not compete: it serves."

KDP KEYWORDS

- business parable Dubai leadership
- purposeful leadership UAE Emirates
- leadership fable CEO CHRO executive
- ethical AI artificial intelligence business
- multicultural team management diversity
- executive novel Middle East wisdom
- personal growth conscious leadership

AMAZON CATEGORIES

- Books › Literature & Fiction › World Literature › General
- Books › Business & Money › Management & Leadership › Motivational
- Books › Self-Help › Personal Transformation › Self-Help



BACK COVER

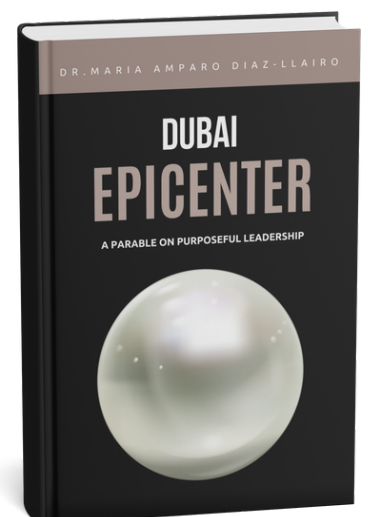
Dubai Epicenter*A Parable on Purposeful Leadership*

A story set between the sea and the desert. A method born from practice.

In Dubai, where more than 200 nationalities build the future together, a narrator discovers that when a proposal serves the common good, there are always ears willing to listen. Dubai Epicenter is the parable of someone who learned to turn diversity into excellence with purpose, and to leverage values into measurable results.

Three methodologies are woven through the narrative as practical leadership tools: BOARD, five steps for deciding under uncertainty; AMANA, five principles for implementing artificial intelligence with conscience; NEURO, five gestures for training the leader's attention. For CEOs, CHROs, founders and leaders who want results without losing their soul. A book to read as a parable and use as a field guide.

"Excellence does not compete: it serves."



Dr. María Amparo Díaz-Llairo is an international consultant, university lecturer, and keynote speaker at global forums on talent, leadership, ethical artificial intelligence, and the future of work.

Associate Professor at the University of Barcelona (Faculty of Psychology, Erasmus Mundus WOP-P programme) and Associate Editor of Cogent Business & Management (Taylor & Francis, Scopus Q2), she holds a PhD (Cum Laude) in Social and Legal Sciences with doctoral research on Dubai as an innovation epicenter and the future of work.

Author and co-author of seven books on human capital management, leadership and organizational transformation. As CEO and founder of Global Human Capital Group (GHCG), she has supported organizations across EMEA, GCC, LATAM and the United States in designing operating models that connect technology, human value, and sustainable profitability.

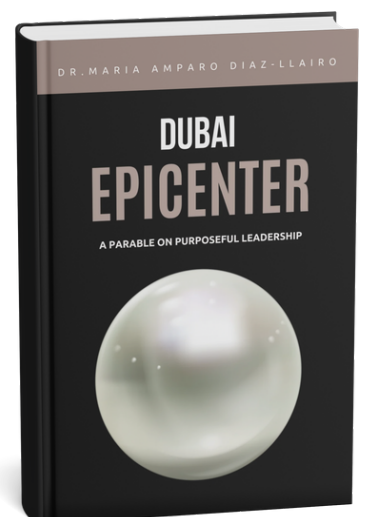
Her executive career includes senior HR leadership roles with responsibility across 15+ countries, 1,500+ professionals, and teams representing 50 nationalities. She has delivered 500+ executive programs and keynote sessions across five continents, in universities, governments and multilateral institutions.

Her work has been recognized with the HR Innovator of the Year, HR Excellence Award in Dubai, and Leadership Excellence in Human Capital Development (WIM Top50). One of her previous works forms part of the collection of the Mohammed Bin Rashid Library in Dubai.

In Dubai Epicenter, Dr. Díaz-Llairo distills more than 25 years of executive practice and academic research into a contemporary parable that translates the lessons of the United Arab Emirates into a method any leader can apply: a way of leading where purpose, discipline and gratitude become measurable advantage.



AUTHOR



Prologue · The Pearl

Author's Note

Part I · The Call

- Chapter 1 · The Cards God Deals
- Chapter 2 · One-Way Ticket to Dubai
- Chapter 3 · Majlis
- Chapter 4 · Desert and Sea

Part II · The Crucible

- Chapter 5 · Choosing to Belong
- Chapter 6 · 200 Nationalities, One City
- Chapter 7 · The Happy City
- Chapter 8 · Storm and Purpose
- Chapter 9 · Ramadan: Discipline, Gratitude and Method

Part III · The Mastery

- Chapter 10 · AI with Conscience
- Chapter 11 · The Neuroscience of Talent
- Chapter 12 · Dubai: Epicenter of Innovation
- Chapter 13 · The Helm of Your Destiny
- Chapter 14 · Love and Legacy

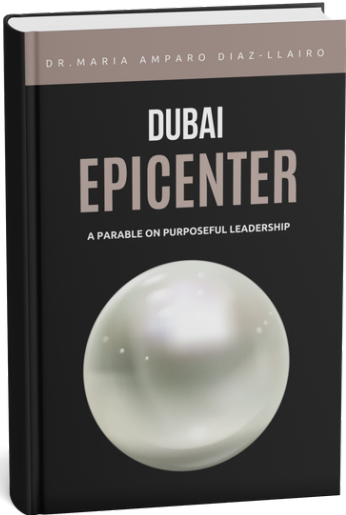
Conclusions · The Eleven Pearls of the Journey

Epilogue

Final Message to the Reader

About the Author

TABLE OF CONTENTS



Q&A FOR JOURNALISTS

What is Dubai Epicenter, in one sentence?

A business parable set between the sea and the desert of the United Arab Emirates that offers leaders a method to turn purpose into performance and diversity into competitive advantage.

Why a parable and not a management manual?

Because the most important leadership lessons travel better as stories than as lists. Stories activate memory, emotion and judgment in ways that bullet points cannot. The book belongs to the internationally recognized business parable tradition, where narrative is not decoration but vehicle. The reader receives method and meaning at the same time.

What is new in this book?

Three proprietary methodologies woven through narrative: BOARD (five steps for decisions under uncertainty), AMANA (five principles for ethical AI, drawn from the Arabic amānah: trust), and NEURO (five gestures for training the leader's attention). Together they form a triple lens — decision, technology, attention — that translates the cultural intelligence of Dubai into a method any leader can apply.

Why Dubai?

Because Dubai is a contemporary case study of what happens when ambition meets method, when diversity is treated as advantage rather than complication, and when courtesy becomes operational infrastructure. The author chose Dubai not for exoticism but because the city offers verifiable lessons on how to build excellence at scale.

Why now?

Leaders are asking how to remain human in an accelerated, AI-driven, multicultural world. Dubai Epicenter arrives at a moment when speed without destination drains organizations and when the most successful companies are those that lead with purpose. The window for ethical, emotionally intelligent leadership is open, and this book offers a tested path.

What problem does it solve for executives?

The disconnect between purpose statements and daily behavior. Most companies have purpose on the wall and confusion in the meetings. The book offers a method to translate values into measurable decisions, multicultural teams into competitive advantage, and ethical concern about AI into practical implementation.

Who is the ideal reader?

CEOs, CHROs, founders, HR leaders and board members who want a leadership narrative that combines literary depth with operational tools. Also readers drawn to Dubai, to the United Arab Emirates, and to the philosophy of leadership as service.

Is this a business book or a literary book?

Both. It belongs to the business parable tradition: a contemporary story with practical method. It can be read as a parable in a single weekend, and used as a field guide for years.

Is the book culturally sensitive to Emirati and Muslim readers?

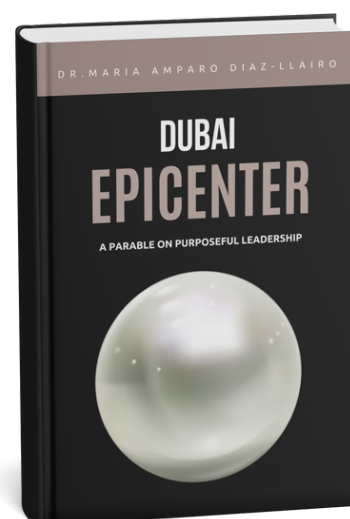
Yes. Dubai Epicenter is written as a halal-friendly work...

What are the future-of-work implications?

The book offers a framework where AI strengthens human judgment rather than replacing it, where diversity becomes competitive advantage rather than compliance, and where attention itself becomes a trainable executive competency. These three shifts will define the next decade of work.

How does it relate to the author's previous work?

Dubai Epicenter extends the themes of Dr. Díaz-Llairo's academic and executive research into a narrative form accessible to global audiences. It complements her previous books on talent, innovation and ethical AI, but stands alone as a parable that can be read without prior knowledge of her work.



**“Excellence does not compete: it serves.
That sentence is not a slogan: it is an
operational discipline.”**

Dr. Maria Amparo Diaz-Llairo

“In Dubai I learned that courtesy is not decoration: it is fundamental infrastructure. Where courtesy is the standard, innovation is sustainable.”

Dr. María Amparo Díaz-Llairo

“The most powerful leadership is the one that elevates others quietly. Authority that needs volume is authority that is fading.”

Dr. María Amparo Díaz-Llairo

“AI does not humanize anything by itself. It amplifies the culture you already have. That is why ethics in technology starts with culture, not with algorithms.”

Dr. María Amparo Díaz-Llairo

“Speed without destination drains organizations. The discipline of the leader is to align velocity with purpose every single week.”

Dr. María Amparo Díaz-Llairo

“Intention, discipline and gratitude are not virtues: they are operational habits that make excellence sustainable.”

Dr. María Amparo Díaz-Llairo

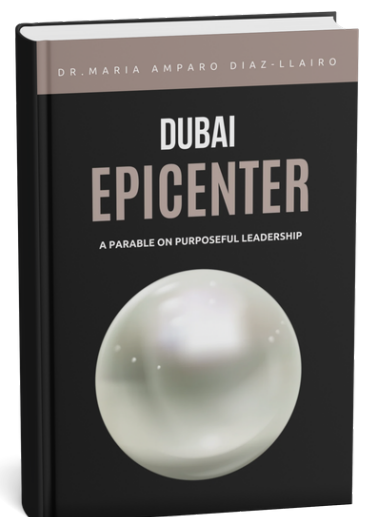
“The majlis is the original operating system of decision-making in this region. Listening, priority, agreement, follow-through. There is nothing more modern than that.”

Dr. María Amparo Díaz-Llairo

“Excellence is not speed without destination. It is service that dignifies every person it touches, sustained by three words: intention, discipline, gratitude. Dubai taught me that one can run fast without losing one's soul. This book is the cartography of that learning.”

Dr. María Amparo Díaz-Llairo

ATTRIBUTABLE QUOTES DR. MARÍA AMPARO DÍAZ-LLAIRO



PRESS MATERIALS & INTERVIEWS

Press materials and interviews: additional excerpts, cover assets, author photos and extended data available upon request. A sample chapter is available upon request.

Interviews & speaking: please indicate availability and time zone (EMEA, GCC, LATAM, USA). The author is available for in-person and remote interviews, in Spanish and English.

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