

Connecticut Author and Entrepreneur, Justin Calabrese Publishes New Book: Beyond The Barcode

Hartford-based entrepreneur and author releases *Beyond The Barcode*, a powerful blend of business insight and personal resilience, now available nationwide at Walmart, Barnes & Noble, and Amazon.



Hartford, Connecticut Sep 24, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Entrepreneur, author, and consultant Justin Calabrese has released his highly anticipated second book, [Beyond The Barcode: Unlocking the Triggers That Turn Browsers into Buyers](#), now available nationwide through Walmart, Barnes & Noble, and Amazon. The book explores the psychology behind consumer spending, offering entrepreneurs and business leaders practical insights into understanding their customers and transforming browsing into buying.

Calabrese, who first gained attention with his debut book *Mastering Momentum: Driving Success in Business Management*, has long been recognized for his innovative thinking and entrepreneurial drive. His new work takes readers inside the science of purchasing decisions, shedding light on what motivates consumers and how businesses can adapt to thrive in an ever-changing marketplace.

Justin Calabrese's entrepreneurial journey began in high school, when he was featured on National Public Radio (NPR) for launching his first business—an online security retailer that sold cameras, alarm systems, and personal safety products. What began as a teenage venture quickly evolved into a career of innovation, leading him to successfully own and operate seven additional businesses before the age of 28.

Building on his real-world business experience, Calabrese pursued higher education and graduated from the University of Hartford with a Master's degree in Management. His academic achievements earned him a rare double-lifetime induction into one of the world's top business honor societies, recognizing his leadership, excellence, and commitment to advancing the field of business management.

Behind these accomplishments lies a personal story of resilience. Calabrese has been open about his lifelong struggle with mental health, particularly the religious trauma he experienced growing up. These challenges left deep scars, but instead of allowing them to define him, Calabrese found healing through music, writing lyrics, and ultimately, through authorship. By channeling his pain into creativity, he transformed adversity into strength and built a platform that inspires others to believe in themselves.

"Writing has always been my therapy," said Calabrese. "Whether it's crafting a lyric or writing a book, I've learned that words can transform pain into power and help others see themselves in the story."

On the release of his second book, Calabrese shared: "Beyond The Barcode is about more than just business—it's about understanding people. Consumers don't buy products; they buy the story that comes with them. My goal is to help business owners see that connection."

Calabrese also reflected on his role as an author: "Becoming an author wasn't just a career choice; it was a way for me to prove to myself that my voice matters. Every chapter I write is a reminder that overcoming silence and self-doubt can lead to creating something meaningful."

On blending business with creativity, he added: "Music taught me how to feel, business taught me how to think, and writing brought the two together. That's the balance I try to share with others—because true leadership and entrepreneurship come from both heart and mind."

Today, Calabrese stands as a testament to perseverance and self-belief. With a career spanning multiple businesses, consulting work with more than 150 entrepreneurs, and recognition both in academia and media, his journey is one of both professional and personal triumph.

Beyond The Barcode is more than a business book—it is a reflection of Calabrese's belief that success

begins not with products, but with people and their stories. By sharing his own story of struggle and resilience alongside his business expertise [on his personal website \(JustinCalabrese.com\)](http://JustinCalabrese.com), Calabrese offers readers not only strategies for growth but also encouragement to push through life's challenges.

Beyond The Barcode is available now wherever books are sold, including Walmart, Barnes & Noble, and Amazon.



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