

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Avraham Tapp -- Biographical Sketch

Avraham Tapp is the primary manager of public relations for the Jewish Discovery Center (JDC), working from his office at 757 Hopkins Rd., in Williamsville, N.Y. He graduated from SUNY at Buffalo State College with a B.A. in Public Communications, and is a member of the Public Relations Society of America (PRSA).

His first book, *Yes, I Do Know More* is about everything he has learned about parenting, including pre-fatherhood assumptions as well as his post-fatherhood realizations.

Tapp's second book, *I Still Know More* is a first person account of the lessons in life he has learned, the people he has met and how they have influenced him. The book also brings forth, a general perspective of how he has come to understand how he feels the world is supposed to work verses how he understands the world does work.

Tapp also works as a private consultant for companies wishing to increase their internal and external work efficiency. He has consulted for major companies such as Google, IBM, and the United States government. Non-profit organizations he has worked for include Chabad-Lubavitch, as well as Jews For Cheeses, a national grassroots organization focusing on establishing and improving United States dairy farm kosher supervision.

Mr. Tapp is best contacted for further information, as well as any questions, via his Facebook page located at www.Facebook.com/AviMurad.