

Gostick / Christopher

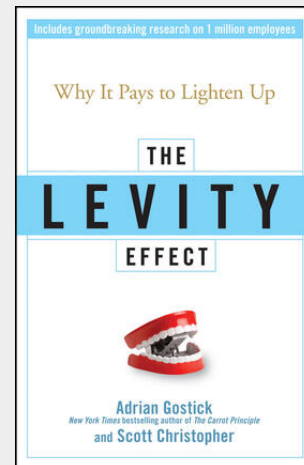
The Levity Effect

Why It Pays to Lighten Up

Praise for The Levity Effect "What may be the most valuable business book of the year. The Levity Effect can change the way you look at corporate culture." --Joe Calloway, author of Work Like You're Showing Off! "Gostick and Christopher entertain us with humorous anecdotes and educate us with research, evidence, real-life examples, and practical applications." --Jim Kouzes, coauthor of The Leadership Challenge "I absolutely loved this book. Levity is common sense that is uncommonly practiced." --Stephan Mardyks, President, International, Franklin Covey "The message of The Levity Effect is much needed. The skills for using levity appropriately, and the benefits of doing so, are clearly explained in this enjoyable book." --Mark Sanborn, author of The Fred Factor "A book that proves the theory that you can work hard, reach impressive goals, and still have fun doing it. And told in a way that grabs you from page one." --Eric J. Lange, Senior Vice President, The Nielsen Company "Wow! The funniest, most original business book in ages. With persuasive research and case studies from the least likely businesses." --Chester Elton, coauthor of The Invisible Employee

In The Levity Effect werden die Autoren ihre Fälle um eine Reihe von Effekten herum gruppieren, die auftreten, wenn man mit Leichtigkeit führt. Das Buch wird die breit angelegte Untersuchung umreißen und zeigen, wie man gegen den Trend ungewöhnliche Entscheidungen vorschlägt. Das Buch baut auch auf die Beratertätigkeit der Autoren auf, ein lustiges und verbindliches Umfeld bei einigen der weltweit größten Unternehmen zu schaffen und enthält Interviews mit erfolgreichen Personen, die gelernt haben Humor in ihrem Leben zu nutzen.

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