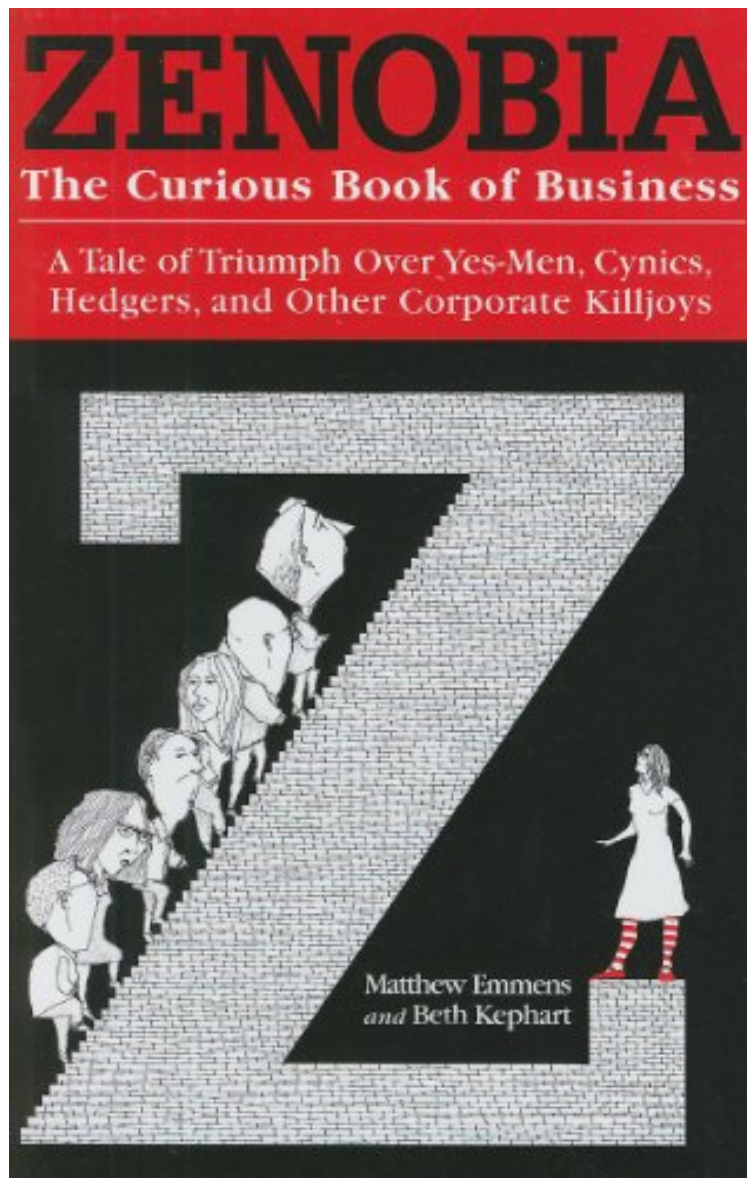


(Download pdf) Zenobia: The Curious Book of Business: A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys

Zenobia: The Curious Book of Business: A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys

Matthew Emmens, Beth Kephart
audiobook / *ebooks / Download PDF / ePub / DOC



[Download](#)

[Read Online](#)

#2368636 in eBooks 2008-01-21 2007-12-10 File Name: B005M0CZW4 | File size: 49.Mb

Matthew Emmens, Beth Kephart : Zenobia: The Curious Book of Business: A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys before purchasing it in order to gauge whether or not it would be worth my time, and all praised Zenobia: The Curious Book of Business: A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys:

0 of 0 people found the following review helpful. Just finished Beth Kephart 's wonderful book ZenobiaBy joeJust finished Beth Kephart?'s wonderful book Zenobia. An imaginative book about corporate imagination (no, that's not an oxymoron) which I read straight through. A great read for any business and anyone who wants to be creative. Told in only the way Beth Kephart can (though I'm sure she'd be the first to credit her writing partner, Matthew Emmens). Plus I now have a few new favorite words - chockablock, scotophobic,curlicued and whatwasers.4 of 5 people found the following review helpful. Seeing business with new eyesBy Niko CannerI've had the good fortune to hear Matt Emmens talk about the lessons he's learned as a leader in many companies and most recently as CEO of Shire Pharmaceuticals. He's distilled his wisdom experience into a magical fable of what it is like to see business through new eyes, and how the traditions emotions that harden some companies into places they never meant to be can be overcome by leadership that dares to try what is obvious necessary, whatever resistance may stand in the way. It would be a great book to give to new hires to encourage them to tell the truth about what they see to management. It is an equally great book for senior leaders to think about what they would need to cultivate "beginner's mind" in what they do, and as a result to lead better and more fully. Beautifully illustrated, lovingly written a pleasure on the whole.1 of 2 people found the following review helpful. An Inspirational and Practical Business FableBy Caroline W. MelbergZenobia serves as a wonderful metaphor for the state of a lot of corporations, and demonstrates how perseverance and pluck can combine to enable one to overcome many of the common corporate struggles.Moira, new to Zenobia, must navigate her way through a quagmire of bureaucracy in her quest to find Room 133A. Along the way, she encounters all manner of difficult people committed to standing in the way of her goal (not unlike normal daily life in many corporations).The tactics Moira uses to reach her goal are practical; the methods she uses to employ them are inspirational.Zenobia serves as a great reminder that regardless of how bad you might perceive your company to be, real leaders can emerge from anywhere within, and with the right attitude, can change things for the better.A great read!

Zenobia is a former industry giant bedeviled by paralyzing hierarchies, grossly inadequate communications, and distrust. It is a broken place, a fortress doomed to collapse upon itself.Enter Moira, a young woman responding to a cryptic help wanted ad that asks her to report to room 133A ndash; but there are no directions, no sign of the room, and nobody seems inclined to help her find it. As she moves through the Zenobian maze, Moira makes some surprising discoveries about the power of teamwork and the qualities that define true leaders. Her story is interwoven with that of a long-time Zenobia employee named Gallagher, who watches and comments as Moira tries to find the ever-elusive room 133A.Zenobia reminds us that imagination is one of the most powerful, and most overlooked, elements of business success. Like Moira, those who succeed see what is not yet there, keep faith in their vision, take risks to achieve it, and inspire others to join them. This unusual book will move readers to take a fresh and fearless look at their own organizations and to remember that leadership is not determined by title or position. Rather, as the want ad Moira answers puts it, ldquo;Creative persistence a prerequisite. A desire for the extraordinary an absolute must.rdquo;

From Publishers WeeklyStarred . A business fable in the tradition of Who Moved My Cheese?, but more closely akin to Alice in Wonderland, this work from pharmaceuticals CEO Emmens and poet-novelist-journalist Kephart (Flow: The Life and Times of Philadelphia's Schuylkill River) concerns a topsy-turvy organization which should prove oddly familiar for anyone who's worked in a corporate environment. Our heroine, Moira, is a newcomer to the once-respected Zenobia company, now in physical and psychological disrepair. Without signs or helpers, Moira must navigate the bizarre office layout ("countless drab-green cubicles, like so many Brussels sprouts attached to a stalk"), overcome the entrenched mindset ("We excel at the familiar") and find the elusive Room 133A, where she's been summoned to help the flagging enterprise. Emphasizing the power of imagination, innovation, people and possibility, Emmens and Kephart's tale of against-the-system heroism illustrates well the intangible human resources that business-as-usual can squelch. Though it may initially strike serious-minded readers silly, this tale makes an enchanting and worthwhile trip into the rabbit hole of nonsensical corporate culture, drawing out plenty of X-ray insight into the modern workplace. Whimsical line drawings from Sulit complete what could be the most enjoyable, readable business book in recent memory. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.From the Back CoverImagine Written by the CEO of a 14 billion dollar pharmaceutical company and an award-winning author and poet, this extraordinary business fable reminds us that imagination is one of the most powerful, and most overlooked, elements of business success. Moira, an enterprising young job aspirant, wends her way through a strange, sclerotic bureaucracy, never discouraged by what is, remaining tenaciously true to her vision of what could be. In the process she inspires those she meets to help in her quest to revitalize the once-mighty but now moribund Zenobia corporation. "What leads an organization to greatness is often very different from what enables it to continue to grow and develop. Zenobia shows us the essence of what it takes for a company to change. It tells a story that matters for leaders at all levels." --Marshall Goldsmith, author of What Got You Here Won't Get You There "Zenobia illustrates what real change leaders do -- scale walls, inspire new conversations, find ways to have influence

out of all proportion to their authority. It is a very human fable about a very important subject." --Jon Katzenbach, Founder and Senior Partner, Katzenbach Partners and author of Real Change Leaders and The Wisdom of Teams

"Moir's winding, challenging trip through Zenobia's halls and floors represents an amazing adventure. Her climb to the elusive Room 133A was achieved with courage, creativity, grit and willingness to take risks - the very traits that Matt has demonstrated as the incredibly successful leader of Astra Merck, EMD and Shire." -- Ed Rendell, Governor of Pennsylvania

"There's nothing like a good story to inspire, teach, fire up imagination, and stir your spirit. Zenobia is a fine story that does all this and more. It's rather like Alice in Wonderland meets The One Minute Manager -- full of surprise and delight!" --BJ Gallagher, coauthor of A Peacock in the Land of Penguins and YES Lives in the Land of NO

About the Author Matthew Emmens began his career in international pharmaceuticals with Merck Co., Inc., in 1974. There he held a wide range of sales, marketing, and administrative positions before volunteering in 1992 to help establish Astra Merck, the joint venture between Merck and Astra AB of Sweden. He later became president and chief executive officer. In 1999 he joined Merck KGaA and established EMD Pharmaceuticals, the company's U.S. prescription pharmaceutical business. Subsequently, he was promoted to president of the global prescription business and lived in Germany. In 2003, he joined Shire Pharmaceuticals as chief executive officer and member of the board. As CEO of Shire, Emmens has engineered an extraordinary revitalization, transforming Shire into one of the top specialty pharmaceutical companies in the world in just a few years time.