

*From our Raving Reviewers...*

## **Undorsements For *Why I Hate Flying***

**"This is not a book to be put aside lightly. It should be thrown out with great force."** *Manfred Kets de Vries, Raoul de Vitry d'Avaucourt Chair of Human Resources Management, INSEAD*

**but: "This book will never fly."**  
*Rosabeth Moss-Kanter, author of *Evolve!**

**"Once I had put this book down, I could not pick it up again."**  
*Tim Goodfellow, Publisher, Business Books, Butterworth Heinemann*

**"Only a fool would not put it down without reading every word."**  
*Brian McBride, Vice President, UK and Ireland, Dell Computers*

**"I laughed, I cried, then I read the book."**  
*Steve Kerr, Vice-President for Corporate Leadership Development, General Electric Co.*

**"Of all the books Mintzberg has written, this one is without doubt his latest."**  
*Lee Bolman, Marion Bloch/Missouri Chair in Leadership, Bloch School of Business and Public Administration, University of Missouri-Kansas City*

**"This book simply begs for readers"**  
*Karl E. Weick, Rensis Likert Collegiate professor of Organizational Behavior and Psychology, University of Michigan*

**"Henry Mintzberg has a reputation as a great thinker and lucid writer on strategy and management. Are you sure he wrote this book?"**  
*Tony Dimnik, Associate Director of Executive MBA Program, Queen's University, Canada*

**"Now you don't have to read Drucker on Management."**  
*Philip Kotler, marketing mover*  
**(Now, do you still have to read Kotler on marketing? [Editors])**

**"When Henry Mintzberg heard John Cleese was teaching management, he decided to strike back."**  
*Harvey Schachter, Canadian journalist*

**"Well, let them laugh Henry. You can always try again."**  
*Irene Mintzberg, mother of author*

**"Of the 25,000 management books of the past year, this is the only one that deals with flying."**  
*Peter Senge, M.I.T.*

**"This book is a jewel - insomniacs will find it invaluable."**  
*Costas Markides, Professor of Strategic Management, London Business School*

**"I really liked the font."**

*Ed Zajac, James F Bere Distinguished Professor of Management and Organizations, Kellogg Graduate School of Management*

**"This is Henry's best travel book to date."**

*Bill Starbuck, ITT Professor of Creative Management in the Stern School of Business, New York University*

**"If you love flying, you'll love this book."**

*Bruce Ahlstrand, Professor of Organizational Theory and Strategic Management, Trent University*

**"Ha! Henry hates flying? He should try it on Christmas Eve!"**

*Santa Rodrigues, not Claus, Henry's long-suffering P.A.*

**"This is Mintzberg humour at its best. I know, I had to grow up with it."**

*Lisa Mintzberg, daughter of author*

**"Don't encourage him ... there's more."**

*Susie Mintzberg, daughter of author*

**"I could have been so proud ."**

*Irene Mintzberg, mother of author*

**"Well, Mitch liked it ...."**

*Henry Mintzberg*

**"...yea, but who believes Mitch."**

*Mitchel Koza, Professor for International Strategic Management, Cranfield School of Management*

**Waste no time in reading this book!**