



Monkey Business: 7 Laws of the Jungle for Becoming the Best of the Bunch

Sandy Wight, Mick Hager, Steve Tyink

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With a Foreword by Jill Lajdziak, General Manager of the Saturn Corporation

Welcome to the jungle where in a clever metaphor of today's business climate the authors have spun a light-hearted tale of Leader Monkey and his entrepreneurial exploits. Driven by his passion for his work and desire to be the best, Leader branches out from his banana-picking job where he is undervalued and his outstanding achievements underappreciated. He embraces change and creates his own successful monkey business based upon such simple, sound business principles as: Monkeys should be treated and rewarded according to how well they perform; treating customers like royalty breeds loyalty; hire for attitude; fix the systems and the processes, not the animals; and more.

Marketing and Public Relations platform to include:

Corporate speaking engagements

5-city tour

National business magazine articles

National radio campaign

Regional television campaign

Major national newspaper coverage

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