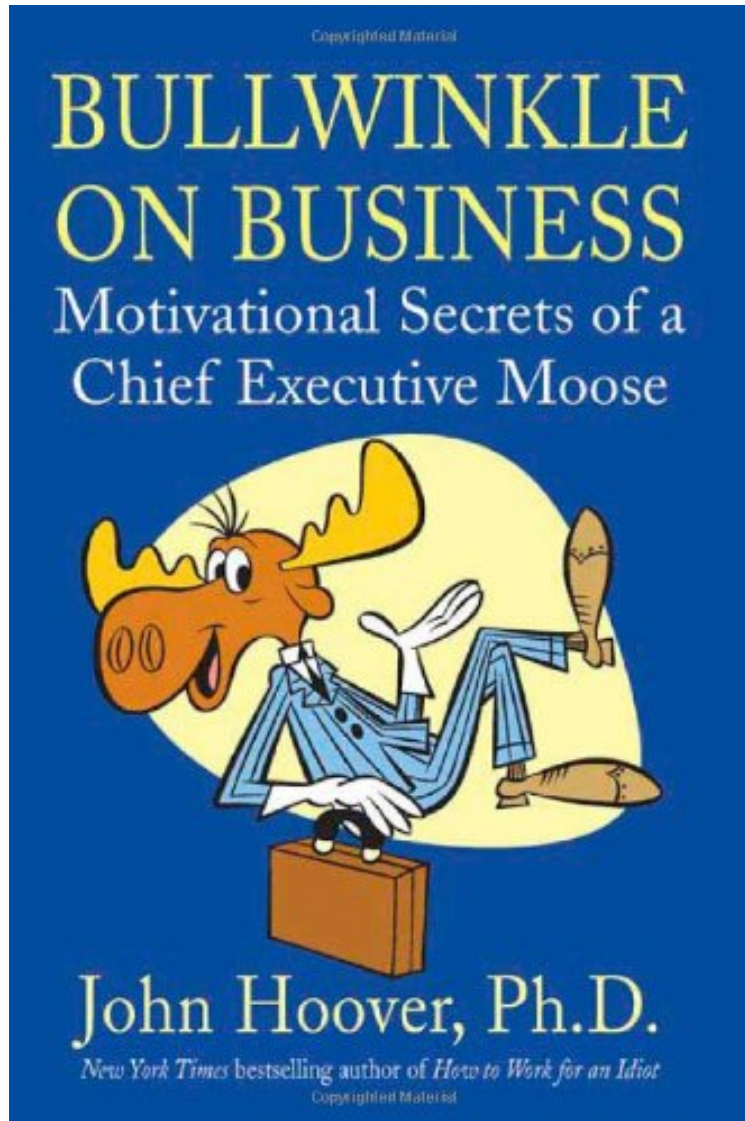


[Free pdf] Bullwinkle on Business: Motivational Secrets of a Chief Executive Moose

# Bullwinkle on Business: Motivational Secrets of a Chief Executive Moose

John Hoover

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#4051407 in Books 2007-03-06 2007-03-06 Original language: English PDF # 1 9.39 x 1.09 x 6.48l, #File Name: 031236265X240 pages | File size: 79.Mb

**John Hoover : Bullwinkle on Business: Motivational Secrets of a Chief Executive Moose** before purchasing it in order to gage whether or not it would be worth my time, and all praised Bullwinkle on Business: Motivational Secrets of a Chief Executive Moose:

4 of 6 people found the following review helpful. Who moved my Moose?By Ginny D[[ASIN:031236265X Bullwinkle on Business: Motivational Secrets of a Chief Executive Moose] Disappointing!! Beneath a thin and not too

cleverly selected veneer of reworked sayings and rehashed mishaps of the Great Moose and his entourage lies yet another advice to the executive ala *Who Moved My Cheese* (Limburger) These sorts of books are an annoying waste of time and contribute very little of lasting value to the reader. Any Moose fan would do better spending his or her money on the DVD collections of Bullwinkle or reading some of the autobiographies of top notch executives. You pick. The Great Moose deserved better.

Sooner or later it was bound to happen. The world of business has now grown hungry for a fresh, new voice to speak out for organizational excellence in the free enterprise system. But where is a great leader who possesses the stature, the stamina, and the swagger to be called the consummate CEO? Who can grasp the helm of business in a shifting global economy and steady the ship? Who can capture the confidence of consumers and anxious business professionals on every continent and calm their anxiety with nerves of steel? Look no further than Frostbite Falls, Minnesota. Cast your eyes toward that imposing figure with antlers spread wide and a profile that protrudes into next week. Step aside Warren Benis, Ken Blanchard, Jim Collins, Steven Covey, Spencer Johnson, Donald Trump, and even Jack Welch. Make way for that superb snout that belongs to none other than the magnificent moose himself, Bullwinkle. But how can a solitary moose, revered by millions, maintain his competitive edge amidst so much acclaim? How can he focus in the blinding spotlight of fame and fortune? How can he sustain a significant value proposition when he can't even spell the term? By teaming up with someone more talented, intelligent, and resourceful, of course. And so the saga of Bullwinkle J. Moose and his better angel, Rocket J. "Rocky" Squirrel begins. Bullwinkle and his better angel, Rocky, become the Chief Executive and Chief People Officers, respectively, of the Frostbite Falls Mitten Company. But Bullwinkle is soon seduced by the trappings of power and prestige. He begins to believe his own press clippings and forgets who makes the business run and who the business exists to serve. The antics of Bullwinkle's bungling and misguided management consultants, Boris and Natasha, only serve to auger the maladroit moose deeper into his own entropy. Former communist comrades--now turned capitalist colleagues--Fearless Leader (now Chief Evil Officer) sends his most notorious spies to steal Western business secrets. Mr. Peabody and his adroit pupil, Sherman, use the WayBac Machine to monitor lessons learned from leaders throughout history. The Beagle and his adopted boy draw concise correlations to how Rocky helps his much-headed friend learn that only enthusiastic people can energize an enterprise. By teaching Bullwinkle to unleash the collective wisdom, experience, and talent of his team members, Rocky transforms a moose with marginal managerial potential into a magnificent motivator. You won't want to miss a single episode of **BULLWINKLE ON BUSINESS**.

About the Author JOHN HOOVER, Ph.D., is an organizational behavior specialist, speaker, consultant, seminar leader and bestselling author of *How To Live With An Idiot*, *How To Work For An Idiot*, and *How To Sell To An Idiot*, among other books.