
Preface

Management, at best, is a difficult and often confusing topic. Hundreds of books are written each year in the attempt to clarify management and tell us the latest secrets of success. Many of them simply re-play the same themes with a slightly different twist.

This book was written with the premise that it might be useful to lighten up a bit, and, by laughing at ourselves and our organizations, learn a lesson or two to help us along the way.

Paul Zucker first became acquainted with Dean Vietor in the early 80's seeing his cartoons in USA Today and The New Yorker. He was particularly taken with his organization and management cartoons. Paul approached Dean with the idea of writing a backwards book. Rather than writing a management book and illustrating it with cartoons, Paul would write management commentary to Dean's cartoons. They agreed on the idea. Dean began cranking out dozens of new cartoons, and Paul began to write. Have fun laughing and learning.

The Editors