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Letter from the Editor

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

Authors: Sandy Wight, Mick Hager and Steve Tyink
by Reviewer Robert Klein

Published in 2007, this mighty little book will keep you spellbound for at least an hour and a half. It's a masterpiece of business, marketing and management philosophy. It's impossible to put down.

Once I got started, I kept flashing back to the beginning of my career. The hero, Leader goes through many of the trials and tribulations that I went through. How do you stay popular with the "guys" and still stay true to your own goals and ambitions? Just as Leader felt early in his career, I just "loved" selling cookies and crackers. That is until, one of my bosses told me one day, "You can work yourself to death in a shoe shop." I always wondered what he meant by that. Now I know.

The real heroine of this book is Confidante, Leader's wife. She's the quiet, stabilizing influence working behind the scenes to keep Leader on the right track. Leader would have never been so successful without Confidante's help. Confidante could convey so much with a simple one syllable word, "duh." This was the way she would quietly show her support for her husband and back him up in all his endeavors. Leader always acknowledges Confidante's contribution and his appreciation for it.

Therein lies one of the most important laws of the jungle: Number 5 – MMFI (Make Me Feel Important.) Everyone wants to feel important, valued, respected, and appreciated. That includes complaining customers, crabby coworkers, and demanding bosses – all of whom want and need your understanding, your attention, and your respect. Give it to them. Make them feel important!

The margins of the book have just as many pearls of wisdom as the text itself. There are "Monkey Speak, Monkey Wisdom, Monkey Instinct, and Monkey Magic"

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BOOK REVIEW

[Monkey Business: 7
Laws of the Jungle
for Becoming the
Best of the Bunch](#)

Authors: Sandy Wight,
Mick Hager and Steve
Tyink

By Book Reviewer:
Robert Klein

**UPCOMING
EVENTS**

[SMT Annual Conference](#)
November 12 - 14, 2007
Fairview Park Marriott
Falls Church, VA

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**ARTICLES BY
TOPIC**

littered throughout in the margins.

The authors established the following:

Laws of the Jungle

1. Establish Your Rock
2. Create Your Value Vine
3. Live the Exclamation Factor
4. Set Your Customer Connection Points
5. MMFI (Make Me Feel Important)
6. Take Full Responsibility for Your Customers
7. Use the Energy Advantage

One of the beautiful parts of the book is the power of diversity. This is pointed out with the variety of animals that Leader sought to manage and run his new company as well as the importance of utilizing the talents of both males and females to achieve their objectives. Just like in real life, it works.

If you're in sales, marketing, account management, sales management, or corporate headquarters, you'll find great value in this book. In fact, I plan to circulate it to my sons and daughters and my sons-in-law.

[PRINTER FRIENDLY VERSION]

LETTER TO THE EDITOR

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Mary Elliott Bassett, Worldwide Director, Sales and Customer Training, Entertainment Imaging, Eastman Kodak Company

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