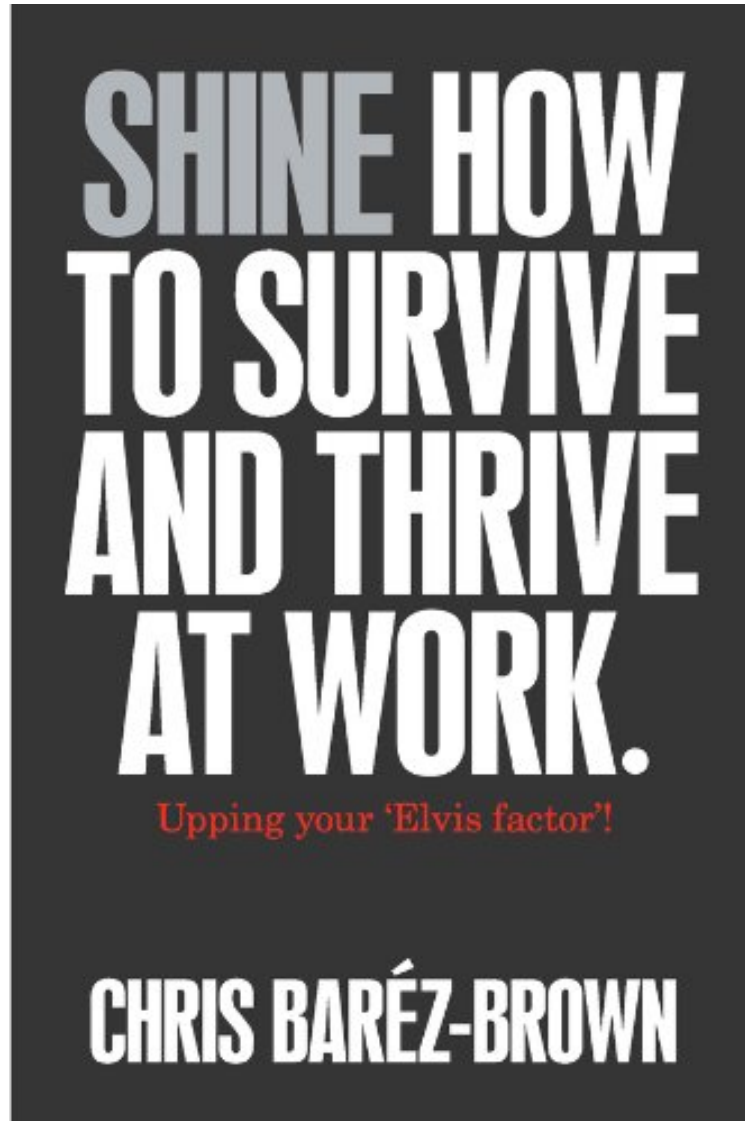


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Shine: How to Survive and Thrive at Work

Chris Bareacute;z-Brown

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USA and an international business and peak performance consultant. As such I am used to reading a plethora of business, motivational, peak performance coaching type of books. In fact I have enough books at home, on these subjects, to sink several ships. So my comments on this poor book are based upon real and theoretical business experience. What can I say about this book? Its split into 81, yes 81 chapters. OK each chapter may only be a few pages long, but this should tell any serious "Business Book" reader that this is more of a dictionary type of book, than a serious treatise type publication which looks at an idea in depth. Whenever I read such books it reminds me of the saying, "Jack of All Trades, Master of None" and this perfectly sums up this book. It covers a lot of different areas, but not in any real depth. It is not abysmal, but its not good either. I have found the odd good idea spread thinly throughout the book, but I have read better books. A case in point and a book with a very similar theme is Polar Bear Pirates and their quest to engage sleepwalkers by Adrian Webster. This book is so similar in its theme, in essence how to make people shine and motivate them, but it does it so much better than Shine How to Survive and Thrive at Work. Each of the 81 chapters is too short and it lacks real analysis and in some chapters an good explanation of how to make the idea work in the real World. Is it a bad book? No its not that bad, but the problem is that there are much better books out there, showing you how to shine in the workplace and motivate your team. This books' analysis is too short and it lacks depth. I also do not like the cramped page style, where there is no place for notes in the margins, as the book is small in page size. It is nicely printed on quality paper but that is really all it has going for it. Would I recommend a manger sit down and read this book from cover to cover? No it is more of a book you dip inside of, to look at a particular point as reading it will not give you enough new information to justify the time it requires to read it. Not bad but not good enough to recommend it.

We all have good days and bad days at work. Some days you feel bullet-proof. People listen to you, your meetings run like clockwork, and you keep having new ideas. Other days are like wading through quicksand. You can't get anything done, and when the printer jams (again) you want to quit. Would it be great if every day went your way? If you jumped out of bed every morning ready for anything? You can stand out, break the rules, and making things happen. You can be a bit more 'Elvis'; You can love every minute. The only limitation is you: your energy, your belief, your perspective.

The book doesn't read, it buzzes. — Seth Godin Shine is a bright source of energy and ideas that will help you make the most of yourself... a highly engaging, creative, and practical manifesto for getting more from your work. — Ken Robinson, author of The Element Chris Barecute; z-Brown has an uncanny ability to inspire. — Keith Wilmot, The Coca-Cola Company There's so much big talk about transformation, but Chris Barecute; z-Brown actually delivers. He works his magic every time. — Maria Eitel, Nike Foundation Shine is punchy, inspiring, and great fun. — James Caan Let Chris Barecute; z-Brown be your ideas guru. — Ken Blanchard, author of The One-Minute Manager About the Author Chris Barecute; z-Brown is on a mission to bring creativity, energy and engagement to the business world. Formerly with Carling Black Label and the ?What If! Innovation and ideas agency, he now runs Upping Your Elvis, a firm that helps organizations and individuals shine more brightly and release their genius. He works with companies like Coca-Cola, Nike, and Citigroup to help their teams make an extraordinary impact. He lives in London.