

MANAGESmarter

Follow the Other Hand

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Jonathan West is trying to grow his family's olive oil business. After he sits down with a magician, his approach to business starts to change. The magician shows Jonathan that magic and business have similar secrets to success. Andy Cohen uses this fictional story to teach readers of *Follow the Other Hand* to be more innovative. He encourages readers to challenge assumptions, build brand trust, discover their competitive edge and create a "wow"-factor. The book uses magic to help you think outside the box. It even comes with a card deck and magic trick instructions.

—*Jackie Hunzinger*