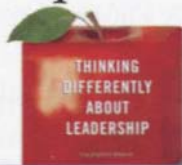


# Book It!



The 8 Critical Values That Are  
Changing the Way We Lead and Succeed

## Apples —ARE— Square



FEATURED BOOK

Thomas D. Kuczmarski are using them as a business metaphor. The authors say that companies suffering the slings and arrows of bruised spots and rotted skin can cut off those pieces, reshape what they have, and find success. The authors, who own Kuczmarski & Associates, a new products, services and innovation management consulting firm, spoke with 25 top leaders, including Carol Bernick, CEO of Alberto-Culver, and Henry Givray, chairman and CEO of SmithBucklin, about their routes to achievement. The authors found that there are effective ways to manage and make a profit without checking humanity at the door. In fact, you may find the ideas and experiences explored within *Apples Are Square* so refreshing that you might grab a Red Delicious on the ride home.

## Apples Are Square

**Thinking Differently About Leadership**

Susan Smith Kuczmarski and  
Thomas D. Kuczmarski  
*Kaplan, 235 pages, \$25*

Apples get used in so many ways—pies, Halloween frolic and comparative clichés among them—but now consultants Susan Smith Kuczmarski and

Thomas D. Kuczmarski are