



Atlantic Book Review

The Secret Life of the Corporate Jester

98 pg.

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Business / Leadership

Jardin Publishing

Rating: 2 Stars.

The thing I hate most about self-help books is that they never seem to get to point. Call me weak or call me lazy, but I want to open the book up, read it and then move on in life with all of my new-found knowledge.

As a reformed corporate lemming who never heard people speak up enough, I was intrigued by *The Secret Life of the Corporate Jester* by David T. Riveness. In the first half of the book, Mr. Riveness introduces his theory about management by letting us sit in on an email session between himself and some unknown corporate management guru. I liked the way he presented how he became a corporate jester through the prodding of this unknown person, but he could have cut the dialogue by half and I still would have gotten the point.

The second half uses stories, myths and fables to help us to think as a corporate jester has to think to be useful. Damocles, Snow White and other familiar tales help the reader to easily understand how to become corporate jesters. The information is presented clearly and concisely and without a lot of work Riveness gets the job done.

What I like most about the book is that it actually got to the point and taught me something; I find myself using some of the things I learned in this book in my daily life now, so hats off to the author for teaching this old dog some new tricks.

Although the copy I received stated clearly that it was an unedited advance reading copy, the amount of mistakes in the text really made it difficult to concentrate on what I was reading. I hope that the final version is clean and edited properly, and normally I wouldn't even make a point in an advance review, but I was unfortunately not able to rate this book as high as I would have liked because of the preparation of the text.

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