



FOR IMMEDIATE RELEASE

ADVANCE PRAISE

NEW from Simon & Schuster September 4, 2007

egonomics

what makes ego our greatest asset
(or most expensive liability)

by David Marcum & Steven Smith

New York, NY.

"Intelligent and wise...a beautiful job describing ego's strengths and pitfalls."

Dr. Amy C. Edmondson
Harvard Business School

"I loved this book. Reveals in depth and originality how to deploy this basic force for self development and the common good."

Dr. Warren Bennis
Distinguished Professor of Business
University of Southern California

"A wonderful book...addresses the greatest challenge faced by successful people."

Marshall Goldsmith
New York Times bestselling author of *What Got You Here Won't Get You There*

"Should be required reading in every MBA program."

Christine M. Pearson, Ph.D.
Thunderbird School of Global Management

"...brilliant and vitally important!"

Stephen R. Covey
New York Times bestselling author of *The 7 Habits of Highly Effective People*

"Engaging and well-written."

Dave Ulrich, Ph.D.
Professor, Ross School of Business
University of Michigan

“This book is quite an accomplishment...”

Jon Kabat-Zinn
Professor of Medicine emeritus, UMass Medical School
author of *Coming to Our Senses*

“...refreshing...a compelling case for the practical importance of humility in the business realm.”

Alan Deutschman, senior writer, *Fast Company*
author of *Change or Die*

“*egonomics* is the critical ingredient for the quality and sustainability of any organization’s value system and economic profit.”

James C. Thyen
President, Chief Executive Officer
Kimball International, Inc.

“This book is about a subject that has received little attention for far too long. True, it deals with an important aspect of leadership that is difficult to discuss comfortably, much less to solidly research. Marcum and Smith have done a scholarly job of both. They not only recognize and clearly explain the significant problems and opportunities EGO brings to great leadership, but they motivate you to do something about it and explain how it can be done. It’s good reading for every executive and could result in enormous rewards.”

Dr. Jack R. Wentworth
Dean Emeritus
Kelley School of Business
Indiana University

“...a new significant leadership resource—moving us from experiencing ego as a liability to appreciating ego as part of the power of personal humility.”

Frances Hesselbein, Chairman
Leader to Leader Institute (formerly The Peter Drucker Foundation)

“A must read for any manager or business leader. The smarter you think you are, the more you need to read this book.”

Scott E. Page, Ph.D.
Santa Fe Institute and author of *The Difference*
Professor of Complex Systems, Political Science, and Economics
University of Michigan, Ann Arbor

“With stunning examples, Marcum and Smith’s *egonomics* shows how the ego needs of executives, managers, and key others can sabotage corporate and personal success. I applaud their psychological knowledge of self-defeating behavior, their Rogerian applications, and their ability to show how humility, curiosity, and truth can restore the self, the confidence of others, and the corporate bottom line.”

Dr. Carol Hoare
Professor of Human Development and Human Resource Development
The George Washington University