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egonomics

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

by David Marcum & Steven Smith

New York, NY: Ego is the most pervasive force in life, politics and business.

And that is exactly what makes ego the most potent catalyst for change. When most people think of ego, words like arrogant, self-centered, stubborn, and insecure surface. But in **egonomics: what makes ego our greatest asset (or most expensive liability)**, (Fireside/Simon & Schuster, Inc.; September 4, 2007; \$25/cloth; 1-4165-3323-0) authors David Marcum and Steven Smith believe that the upside of ego is just as powerful as the downside.

egonomics was unabashedly inspired by an unanswered question in Jim Collins' groundbreaking work, *Good to Great*. For the 11 of 1,435 companies that broke the gravity of "good" to become truly great, Collins discovered that the leaders who did it had strong ego drive and professional will—but they balanced that drive with extreme *humility*. He called that ability "Level 5" leadership. But identifying those traits is as far as Collins' work went. Marcum and Smith wanted to know what it takes to strike the right balance of ego drive and humility to become a "Level 5" leader. **egonomics** explores the role ego and humility play in the way people work and leaders lead.

Through a variety of case studies, compelling stories, established social science and years of investigation and teaching on the topic, Marcum and Smith argue

that while most people experience ego as a negative, it is actually a healthy, necessary element to personal effectiveness and business leadership when we know how to manage it effectively. Marcum and Smith explain: 1. how to recognize the four early warning signs that ego is working against us, and why those signs surface in the first place; 2. keep ego an asset through the essential, but misunderstood, power of humility; and 3. manage the poorly controlled egos of others through the way we communicate and work.

About the authors:

David Marcum and Steven Smith travel the world teaching people to utilize the corporate asset of ego and limit its liabilities. With decades of experience and degrees in management and psychology, they've worked with organizations including Microsoft, Accenture, the U.S. Air Force, General Electric, Disney and State Farm. Their work has been published in eighteen languages in over forty countries.

About the book:

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