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For Immediate Release

Zenobia

The Curious Book of Business

A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys

By **Matthew Emmens and Beth Kephart**

Illustrations by William Sulit

“...what could be the most enjoyable, readable business book in recent memory.”
— *Publishers Weekly* (starred review)

Zenobia is not another one of those business fables about mice and cheese. Nor is it one of millions of books out there that will take you through “the ten straightforward steps to business success.” Rather, *Zenobia: The Curious Book of Business* is a story for people who recognize that corporate life is very much an adventure—and that imagination is one of the most powerful, and most overlooked, elements of business success.

In this imaginatively illustrated book, we are introduced to Moira, a young woman responding to a cryptic help wanted ad that asks her to report to Room 133A—but there are no directions, no sign of the room, and nobody seems inclined to help her find it. As she moves through the Zenobian maze, Moira makes some surprising discoveries about the power of teamwork and the qualities that define true leaders. Her story is interwoven with that of a long-time Zenobia employee named Gallagher, who watches and comments as Moira tries to find the ever-elusive Room 133A.

Co-authors Matt Emmens, CEO of Shire Pharmaceuticals, and Beth Kephart, a National Book Award finalist and a winner of the 2005 Pew Fellowships in the Arts grant, show us that imagination has the power to revitalize organizations—that, indeed, it is the secret engine of success. Like Moira, true leaders see what is not yet there, take risks to achieve it, keep faith in their vision, and inspire others to join them. In *Zenobia*, readers will discover that even the most crumbling structures and stubborn personalities can be transformed by anyone with enthusiasm, conviction, and courage, regardless of that person’s title or position.

Emmens and Kephart will inspire readers to change the way they view their own world of work—to take what already is and transform it into what must be. As the want ad Moira answers puts it, “Creative persistence a prerequisite. A desire for the extraordinary an absolute must.”

More...

*"What leads an organization to greatness is often very different from what enables it to continue to grow and develop. **Zenobia** shows us the essence of what it takes for a company to change. It tells a story that matters for leaders at all levels."*

— Marshall Goldsmith, author of *What Got You Here Won't Get You There*

*"**Zenobia** illustrates what real change leaders do—scale walls, inspire new conversations, find ways to have influence out of all proportion to their authority. It is a very human fable about a very important subject."*

— Jon Katzenbach, Founder and Senior Partner, Katzenbach Partners and author of *The Wisdom of Teams*

"Moir's winding, challenging trip through Zenobia's halls and floors represents an amazing adventure. Her climb to the elusive Room 133A was achieved with courage, creativity, grit, and the willingness to take risks—the very traits that Matt has demonstrated as the incredibly successful leader of Astra Merck, EMD, and Shire."

— Ed Rendell, Governor of Pennsylvania

*"**Zenobia** brings such a fresh approach to addressing a subject that few seem to discuss. It's like Harry Potter meets corporate bureaucracy. It really got my heart racing!"*

— Doug Levy, President, imc²

"Canny, courageous, and perceptive, Moira, the heroine of this remarkable book, takes readers on a vital, unforgettable journey. An original take on an essential topic."

— Rick Smith, Founder and CEO, World 50 Inc., and coauthor of *The 5 Patterns of Extraordinary Careers*

*"There's nothing like a good story to inspire, teach, fire up imagination, and stir your spirit. **Zenobia** is a fine story that does all this and more. It's rather like Alice in Wonderland meets The One Minute Manager—full of surprise and delight!"*

— BJ Gallagher, coauthor of *A Peacock in the Land of Penguins* and *YES Lives in the Land of NO*

Matthew Emmens is CEO of Shire Pharmaceuticals, which has 3,000 employees in 15 countries, and a frequent keynote speaker. In 2006, he was named Honorable Mentor by the Healthcare Businesswoman's Association. He was recently profiled in *Forbes* magazine.

Beth Kephart is the award-winning author of eight books and the winner of a Pew Fellowship in the Arts grant as well as the 2005 Speakeasy Poetry Prize. Her work has appeared in the *New York Times*, *Washington Post*, *Chicago Tribune*, and Salon.com. She is a partner in Fusion Communications.

William Sulit is an award-winning illustrator and a partner in Fusion Communications.

Zenobia: The Curious Book of Business

By **Matthew Emmens** and **Beth Kephart**

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Cloth

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Zenobia: The Curious Book of Business: A Tale of Triumph Over Yes-People, Cynics, Hedgers, and Other Corporate Killjoys

Matthew Emmens and Beth Kephart, illus. by William Sulit. Berrett-Koehler, \$19.95 (144p) ISBN 9781576754788

A business fable in the tradition of *Who Moved My Cheese?*, but more closely akin to *Alice in Wonderland*, this work from pharmaceuticals CEO Emmens and poet-novelist-journalist Kephart (*Flow: The Life and Times of Philadelphia's Schuylkill River*) concerns a topsy-turvy organization which should prove oddly familiar for anyone who's worked in a corporate environment. Our heroine, Moira, is a newcomer to the once-respected Zenobia company, now in physical and psychological disrepair. Without signs or helpers, Moira must navigate the bizarre office layout ("countless drab-green cubicles, like so many Brussels sprouts attached to a stalk"), overcome the entrenched mindset ("We excel at the familiar") and find the elusive Room 133A, where she's been summoned to help the flagging enterprise. Emphasizing the power of imagination, innovation, people and possibility, Emmens and Kephart's tale of against-the-system heroism illustrates well the intangible human resources that business-as-usual can squelch. Though it may initially strike serious-minded readers silly, this tale makes an enchanting and worthwhile trip into the rabbit hole of nonsensical corporate culture, drawing out plenty of X-ray insight into the modern workplace. Whimsical line drawings from Sulit complete what could be the most enjoyable, readable business book in recent memory. (Jan.)