

FOR IMMEDIATE RELEASE

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ADVANCE PRAISE FOR LEADING GEEKS

“Managing technology talent is more critical today than ever before. This book brings an insightful and delightful perspective.”

James Champy, Chairman of Consulting, Perot Systems Corporation

"In this provocative book, Paul Glen provides excellent advice for managing "Geeks" -- the computer nerds and other high-tech gurus of the 21st century. But his insights apply equally well to the challenge of leading any group of specialists for whom esoteric knowledge is more important than power, and expertise more determinative of social dominance than bureaucratic hierarchy, including actors, athletes, university faculty, musicians, doctors and bond traders."

Steven B. Sample, President, University of Southern California

“Paul Glen masterfully and humorously teaches us how to create followership in this notoriously inscrutable but essential population. Ignore his rock-solid advice at your own peril.”

Andrew Sobel, author of “Clients for Life” and “Making Rain”

“With an uncanny perception, Leading Geeks provides rare insight into managing often confusing and complex IT professionals. Whether you have minimal or extensive experience managing technologists, you will be inspired by this book.”

Craig McLeod, Director of Information Technology, San Diego City Schools

“Leading Geeks nails the complex Geek psyche and offers pragmatic advice and insight for those who wish to harness the power of these most valuable employees. This book is required reading for anyone in my company that works with Geeks.”

Michael Mori, President, Network Insight

“This book is a must-read for anyone who has to deal with the techno-geeks of today’s society. Paul has encapsulated the essence of managing these folks effectively without losing his sense of humor and his perspective.”

Marsha Lewin, Author of “The Overnight Consultant,” “The Consultant’s Survival Guide,” “Better Software Project Management,” and co-author of “Software Project Management: : Step by Step.”

“Highly talented technical people are a separate breed and managing them is a delicate art. Paul Glen’s new book Leading Geeks is essential reading for any manager facing the difficult challenge of leading, motivating, and rewarding technical contributors. Paul has done the improbable – he’s taken his experience and knowledge of technical leadership and produced a funny, engaging, and valuable work that is a treasure trove of wisdom for technical managers.”

Rick Freedman, author “The IT Consultant”

“We ought to stop complaining about technical wizards and learn how to utilize their considerable talents. Paul Glen helps us to do that better than I ever dreamed possible.”

Alan Weiss, Ph.D., Author, “The Ultimate Consultant” Series

“Paul Glen has put a lot of thought into the particular (and at times peculiar) needs of the technical computer staff; the geeks. For those who must lead technical personnel, this book offers some invaluable aha’s regarding what makes the tick and how to capitalize on their idiosyncrasies to achieve outstanding performance. And this book doesn’t stop there. Even if you’re a seasoned Technical Manager, you can’t get through this book without picking up a few tips to make your job easier and your group more effective.”

Jeff Chasney, Senior Vice President and Chief Information Officer, Carl Karcher Enterprises

“Leading Geeks provides a unique and pragmatic perspective of the issues faced by technologists as they create value within an organization. The ideas here will help any technical business.”

Allen Dickason, Senior Vice President and Chief Technology Officer, Kinko’s

“I recognize the Geeks Mr. Glen describes from my time at Apple Computer working with the team that invented the Macintosh. If I’d had this book in 1981, there’s no doubt that I could have better served the Human Resources needs of that team.”

**Vicki Milledge, Ph.D., Program Manager, Emerging Leaders Program, Center for Collaborative Leadership
College of Management, University of Massachusetts Boston**

“This book is a must read for all who struggle with leading the technical workforce. I’m going to be assigning it to all my students.”

Professor David Finegold, Head of Strategy and Organizations Studies, Keck Graduate Institute for Applied Life Sciences

“This book is a great read, easily understood and logically organized. It will definitely help leaders gain the skills needed to be successful in today’s technologically dependent organizations.”

Ronne Froman, Rear Admiral, United States Navy (retired)

"Although ostensibly about technologists, Leading Geeks provides broader insights into the nature and management of knowledge workers in general. In fact, this book would be very valuable for university managers who are trying to "lead" their faculty knowledge workers!"

Margaret Hellie Huyck, Ph.D., Professor, Institute of Psychology, Illinois Institute of Technology

"Using gentle humor and keen intellect, Paul Glen pries the covers off an often mysterious group of key contributors. Wondering what makes geeks tick, and how to get them ticking in sync with the rest of the business? This book will show you how."

Marian Cook, President, Ageos Enterprises

"I identify with geeks and therefore, recommend this book not only for those who manage, work and live with geeks, but also for geeks. It helps us to better get to know ourselves. Read it once for fun and once for meaning, then keep it and expect to refer back to it."

Dolph Santello, Principal Consultant, Microsoft Corporation

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LEADING GEEKS

How to Manage and Lead People Who Deliver Technology

Paul Glen

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