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BUSINESS TIMES

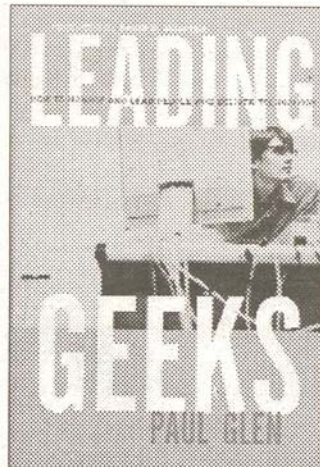
BUSINESS TO BUSINESS ADVANTAGE NETWORK

LEADING GEEKS How to Manage and Lead People Who Deliver Technology

by Paul Glen

Jossey-Bass \$26.95

In today's business climate, technology drives productivity and competitiveness, and "geeks" drive technology. More than ever, geeks – those people who research, develop, design, build, install, and support technology – are a critical factor in every organization's success. *Leading Geeks* challenges the conventional wisdom that leadership methods are universal and gives executives and managers the understanding they need to manage and lead the technologists on whom they have become so dependent. The book, written in nontechnical language, gives clear directions on how to effectively lead these brilliant yet notoriously resistant-to-being-managed knowledge workers. The author not only provides proven management strategies, but also background on why traditional approaches often don't work with geeks. *Leading Geeks* clarifies the responsibilities and tasks of the geek leader and gives managers the tools they need to transform the chaos of the creative workplace into a coherent and compelling place for geeks to work. ◇



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