



Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject

By Roger E. Allen

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The failure to grasp the basics of management often trips up even the most successful companies. With that in mind, management consultant Roger E. Allen uses A. A. Milne's beloved stories and characters to illustrate essential business principles, such as the establishment of clear objectives and strong leadership, the need for accurate information, and other neglected aspects of prudent management. Wonderfully readable and informative and sure to have the paperback appeal of Benjamin Hoff's *The Tao of Pooh*, *Winnie-the-Pooh on Management* is a must-read for anyone seeking to build their business skills but reluctant to become mired in an unnecessarily complex tome.

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Editorial Review

From Publishers Weekly

Management, as Allen reminds us, is a very serious subject. Unfortunately, though, his presentation of substantive issues-business purpose, managerial skills, motivation-is tenuous and underdeveloped; and his coverage of organizational theory is anemic, even when addressing the pivotal ideas of Peter Drucker, Theodore Levitt and Douglas MacGregor. Allen, a management consultant, selects A.A. Milne's classic characters to probe managerial functions in "an unfamiliar context, which will allow us to think about them in a new way." But his "new way" fails to inspire. 75,000 first printing; Fortune Book Club and QPB selections; published simultaneously on Penguin-Highbridge Audio. Copyright 1994 Reed Business Information, Inc.

From Library Journal

Management consultant Allen uses A.A. Milne's original stories and the classic drawings of Ernest H. Shepard as object lessons for today's manager. He presents the adventures of Christopher Robin and friends as illustrations of organizational management and comments on the effectiveness of management decisions and actions taken by various inhabitants of the Hundred Acre Wood. The Stranger who comes to the wood to instruct Pooh and friends in management never really explains why the group-who, after all, accomplish quite a bit without consultants-needs such instruction. Nevertheless, the Stranger teaches them basic management principles, including such fundamental communication concepts as, "The information should be meaningful to the individual who is receiving it." Although this work offers few new ideas, the old ones are refreshingly and humbly presented. Recommended for public libraries.
--*Andrea C. Dragon, Coll. of Saint Elizabeth, Convent Station, N.J.*
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From [Booklist](#)

It's about time A. A. Milne's Very Important Bear entered the current craze of metaphorical nonfiction. No surprise that management is the Very Important Subject here, since Pooh, with help from the Stranger, has Very Important Lessons to Learn. Using this conceit, then, consultant Allen explains the six basic functions of managers, from establishing objectives to measuring and analyzing results, and, along the way, inserts some of Milne's prose as examples. A case of terminal cuteness? Perhaps. But if bosses-to-be absorb these commonsense notions, then maybe the Bear with Brain is a good teacher. *Barbara Jacobs*

Users Review

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