

BusinessWeek

The Business Week -- BTW

THE KEY TO SUCCESS MIGHT BE UNDER YOUR COCKTAIL GLASS

By Peter Coy Edited by Deborah Stead

158 words

26 May 2008

BusinessWeek

18

English

(c) 2008 McGraw-Hill, Inc.

The latest publishing minitrend: books that teach the art of problem-solving. On napkins. Penguin Group (USA)'s Portfolio has published *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*, by management consultant Dan Roam. It's a right-brain book that urges people to imagine their way out of business challenges by drawing—everything from pie charts to stick figures. Then there's **Princeton University Press'** *Guesstimation: Solving the World's Problems on the Back of a Cocktail Napkin*, by physicist Lawrence Weinstein and mathematician John Adam, both of Old Dominion University, in Norfolk, Va. It's a left-brain book that helps you approximate answers to the types of questions actually asked in some job interviews today. (Example: "How many golf balls would it take to circle the Earth at the equator?")

Document BW00000020080522e45q000x

© 2008 Factiva, Inc. All rights reserved.