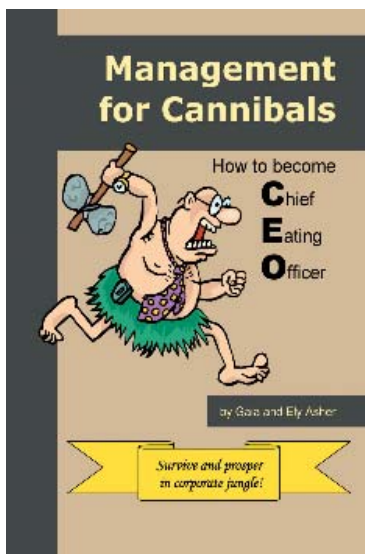


FOR IMMEDIATE RELEASE



SURVIVE AND PROSPER IN THE CORPORATE JUNGLE

Learn to manage and be managed when the only alternative is being eaten

Management for Cannibals: How to become Chief Eating Officer by Gaia and Ely Asher – iUniverse, 2003, ISBN: 0-595-28380-2 (paperback), 0-595-65778-8 (hardcover), size 6"x9", 159 P., category: Business & Economics / Management

For more information or a review copy, contact:
Gaia@Galiel.Net or Cannibal@Galiel.Net

Available at BarnesAndNoble.com, Amazon.com, Ingram Book Group, Baker & Taylor, and from iUniverse, Inc

Sammamish, WA – September 27, 2003 – Stop whining about injustices of the corporate world and start reaping the benefits of taking it for what it really is! Passed up for a promotion? Somebody else was praised for the work you did? Don't worry – the system does work. Not the way you believe it should but it really works, and it may work for *you!* It was designed this way from the day zero and it makes perfect sense if you look at it right. Through the eyes of a cannibal.

Admittedly, "Management for Cannibals" pushes the picture to the extremes. Here in the American corporate culture, we don't eat each other. We don't have shamans. Our CEOs don't eat too much out of the common pie, do they?

If you are a wise person, you will find a lot of sound advice on how to be a successful manager. Then again, if you are wise, why would you want to be a manager in the first place?

If you are smart and have a sense of humor, you will have fun, and the advice in this book will aid your success as well.

If you don't have a sense of humor and you are not a manager, you will satisfy your grudge against them.

And if you have no sense of humor and you are a manager... Well, maybe you should not read this book. Just continue to do whatever you do, and let the rest of us have fun watching you.

Disclaimer: If you choose to follow this book to build your management career, we strongly advise against following it *literally*.

* * *

Gaia and Ely Asher have almost 20 years of experience managing and being managed in the Midwest, the Pacific Northwest, and Europe. They have worked in various industries, including academic, banking, control equipment, software development, IT, and consulting.