

# Sex, Leadership and Rock 'n' Roll

At last, a book that cuts through the jargon of leadership and personal development. It offers a real world source of inspiration and provocation in areas such as: creativity, innovation, relationships, motivation, leadership, high performance, learning and reinvention. The unique approach springs from the mix of leading edge concepts with the wisdom of the street in the form of rock music. This is served up in a quirky, challenging but intelligent way.

Peter Cook has skilfully synthesised these diverse viewpoints due to his background, both as a business academic, MBA graduate and tutor, strategy consultant and thought leader and also as a musician, writing and performing music, in rock bands.

The book examines business using the analogy of 'Sex, Drugs and Rock'n'Roll' rather than the language of prophets, consultants and gurus. In this context, the letters MBA stand for *Management By Attitude*.

*Let there be Rock'n'Roll Leadership!*

"*Sex, Leadership and Rock'n'Roll* is a marvellous book, which closes the door on the tidy, hierarchical, know-your-place 'Orchestral Age' and ushers in a new, creative era of challenge and change. Hooray!"

**Tom Peters, author of  
*Thriving on Chaos and In Search of Excellence***

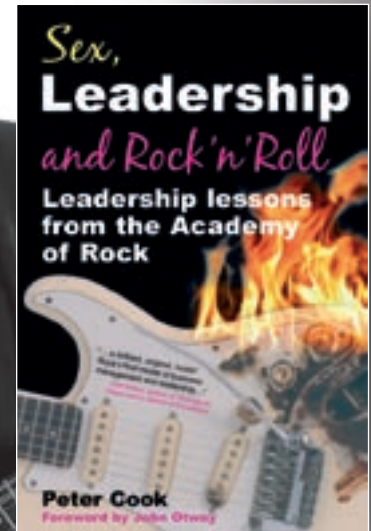
"This book rocks harder than early period Sabbath. I gulped it down quicker than Ozzy Osbourne used to down a bottle of bourbon."

**Phil Beadle, The Guardian**

[www.academy-of-rock.co.uk](http://www.academy-of-rock.co.uk)

"Peter Cook provides an unusual musical insight into Leadership. Underpinning everything is "the relationship", "the environment" and "the situation". It's light, funny and offers new ways of understanding a complex subject. ***Sex, Leadership and Rock'n'Roll*** offers a more lateral and creative look on a subject matter that, at times, is perceived as fashionable but well worn."

**Peter Gilroy, Chief Executive,  
Kent County Council**



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