

BBC Radio 4's 'In Business' Programme presents:

LET ME ENTERTAIN YOU

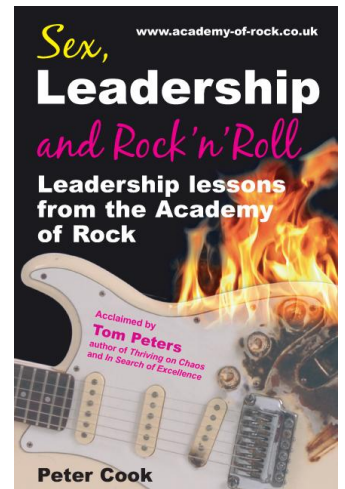


On Thursday 17th Dec at 20.30 GMT BBC Radio 4 unleashes 'Sex, Leadership and Rock'n'Roll' on an unsuspecting public. Imagine a business guru combined with **Madonna, Meatloaf, Mozart, Motorhead!** et al. and you have alternative business guru Peter Cook. No, not the dead comedian, but the author of three books on business and personal excellence. His latest release, entitled 'Sex, Leadership and Rock'n'Roll' is acclaimed by Tom Peters, the World's greatest business thinker, writer and speaker. Brian May, Sir Bob Geldof, Meatloaf, The Rt Hon Peter Jay, Robert Plant, Bill Nelson, Jools Holland and Prince are amongst rock and pomp's circumstantial elite to have received a copy. The 'In Business' show, hosted by Peter Day and recorded at London's Imperial College, will feature extracts from the following topics that Peter covered:

1. **Riffs and Myths of Creative Leadership – Why some companies adapt and others don't**
2. **Will you still love me tomorrow? – What can we learn about relationships from First Direct, Dell and Dido?**
3. **Rolf Harris and Project Management – When 'Two Little Boys' are not enough!**
4. **The Viagra Monologues – Innovation successes and some glorious failures**

'Sex, Business and Rock'n'Roll' was delivered to an invited audience, from the University of Cambridge, Ashridge Management College, Pfizer, Credit Suisse First Boston Bank, National Government, Johnson and Johnson, Imperial College London, Hanson, Synovate, Sound Environments, The NHS, The University of Kent and Schering Plough, amongst others.

As a thought leader and keynote speaker, Peter Cook works internationally, with clients such as Pfizer, Unilever, the NHS and The United Nations. He has worked with a number of rock, pop and jazz bands over the years, famously sponsoring a record breaking World rock tour on a par with classic spoof rockumentaries such as 'Spinal Tap' and 'The Blues Brothers'.



To gain an exclusive interview, contact us at; 0044 1634 855267 mobile 0044 7725 927585 e-mail peter@humdyn.co.uk web www.academy-of-rock.co.uk

In the warped words of AC / DC:

FOR THOSE ABOUT TO ROCK THEIR BUSINESS, WE SALUTE YOU!

ENDS