



Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace

By Gordon MacKenzie

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Creativity is crucial to business success. But too often, even the most innovative organization quickly becomes a "giant hairball"--a tangled, impenetrable mass of rules, traditions, and systems, all based on what worked in the past--that exercises an inexorable pull into mediocrity. Gordon MacKenzie worked at Hallmark Cards for thirty years, many of which he spent inspiring his colleagues to slip the bonds of Corporate Normalcy and rise to orbit--to a mode of dreaming, daring and doing above and beyond the rubber-stamp confines of the administrative mind-set. In his deeply funny book, exuberantly illustrated in full color, he shares the story of his own professional evolution, together with lessons on awakening and fostering creative genius.

Originally self-published and already a business "cult classic", this personally empowering and entertaining look at the intersection between human creativity and the bottom line is now widely available to bookstores. It will be a must-read for any manager looking for new ways to invigorate employees, and any professional who wants to achieve his or her best, most self-expressive, most creative and fulfilling work.

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Editorial Review

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There is no denying the creativity of someone who can persuade one of the 50 largest private companies in the U.S. to create a position for him called "creative paradox," or someone who can convince the accounting department of that same company to write off to the company art collection the purchase of more than a dozen roll-top desks to be used in his "creative lab," or someone who could come up with such a goofy title for a book. MacKenzie worked for the Hallmark greeting card company for 30 years, first as a sketch artist and eventually as an upper-level manager, until he escaped the "hairball" by creating his own niche. A corporate hairball is an entangled pattern of behavior or a mess of bureaucratic procedure that discourages originality and stifles imagination. A consultant for the last seven years, MacKenzie tells what he knows about creativity and what he learned about the creative process in a corporate setting. *David Rouse*

From the Back Cover

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