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“LEADING GEEKS” Wins 2003 Financial Times Germany International Book Prize

Los Angeles, CA, November 7, 2003 – “Paul Glen tried something impossible: to find ways to lead Geeks,” according to the Financial Times Germany.

In a ceremony at the Frankfurt Book Fair, one of four 2003 Financial Times Germany / getAbstract Business and Finance Book Prizes was awarded to **LEADING GEEKS: How to Manage and Lead People Who Deliver Technology**, by Paul Glen, a Los Angeles-based management consultant and Computerworld columnist.

The annual prizes recognize the most innovative books in business and finance published worldwide. The Financial Times Germany calls the winners “brave forward thinkers in the areas of business and finance” who are driving the economic-political agenda. The third annual prizes were awarded to books in three categories: globalization, reform, and leadership with **LEADING GEEKS** taking the award for leadership. Selection criteria included: the innovative approach, practical contents of the works, ease of reading and strength of the writing style.

Glen’s **LEADING GEEKS** (Jossey-Bass Pfeiffer, a Division of Wiley, 2003), is the latest book in the much lauded Warren Bennis Signature Series.

LEADING GEEKS challenges the conventional wisdom that leadership methods are universal. Executives and managers must understand that they need to adapt the way that they manage and lead the technologists upon whom they have become so dependent. **LEADING GEEKS** explains why the culture of technologists, the nature of technical work, and dynamics of power undermine traditional approaches to leadership.

In announcing the award the Financial Times Germany said that “Paul Glen tried something impossible: to find ways to lead Geeks. Geeks are the computer and technical people who are outstanding in knowing their way around their special universe, but hardly know how to communicate with the rest of the world. That makes dealing with them difficult. Nevertheless, the author names ways to work things out. His book is the winner in the Leadership category.”

For a complete press kit, visit http://www.leadinggeeks.com/Pages/press_room.htm or contact Paul Glen.

For a review copy, contact Paul Glen at info@c2-consulting.com or 310-694-0450.

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