



# Winnie-the-Pooh on Management

*By Roger E. Allen*

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Executives weary of Japanese motivational techniques and the ceaseless advice of self-proclaimed excellence gurus will find solace and wisdom in the management style of the world's hungriest little bear, Winnie the Pooh.

In this clever business primer, author Roger E. Allen uses the characters in A. A. Milne's classic children's story to illustrate such fundamental principles of good management as leadership, communication, organization, motivation, delegation of authority, and the importance of setting clear objectives. Allen's droll sense of humor cuts through the mind-numbing jargon of most business books. The result is a highly entertaining and surprisingly practical guide through the Hundred Acre Wood of effective business management.

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## Winnie-the-Pooh on Management By Roger E. Allen Bibliography

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## Editorial Review

From Publishers Weekly

Management, as Allen reminds us, is a very serious subject. Unfortunately, though, his presentation of substantive issues-business purpose, managerial skills, motivation-is tenuous and underdeveloped; and his coverage of organizational theory is anemic, even when addressing the pivotal ideas of Peter Drucker, Theodore Levitt and Douglas MacGregor. Allen, a management consultant, selects A.A. Milne's classic characters to probe managerial functions in "an unfamiliar context, which will allow us to think about them in a new way." But his "new way" fails to inspire. 75,000 first printing; Fortune Book Club and QPB selections; published simultaneously on Penguin-Highbridge Audio.

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From Library Journal

Management consultant Allen uses A.A. Milne's original stories and the classic drawings of Ernest H. Shepard as object lessons for today's manager. He presents the adventures of Christopher Robin and friends as illustrations of organizational management and comments on the effectiveness of management decisions and actions taken by various inhabitants of the Hundred Acre Wood. The Stranger who comes to the wood to instruct Pooh and friends in management never really explains why the group-who, after all, accomplish quite a bit without consultants-needs such instruction. Nevertheless, the Stranger teaches them basic management principles, including such fundamental communication concepts as, "The information should be meaningful to the individual who is receiving it." Although this work offers few new ideas, the old ones are refreshingly and humbly presented. Recommended for public libraries.

--Andrea C. Dragon, *Coll. of Saint Elizabeth, Convent Station, N.J.*

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From [Booklist](#)

It's about time A. A. Milne's Very Important Bear entered the current craze of metaphorical nonfiction. No surprise that management is the Very Important Subject here, since Pooh, with help from the Stranger, has Very Important Lessons to Learn. Using this conceit, then, consultant Allen explains the six basic functions of managers, from establishing objectives to measuring and analyzing results, and, along the way, inserts some of Milne's prose as examples. A case of terminal cuteness? Perhaps. But if bosses-to-be absorb these commonsense notions, then maybe the Bear with Brain is a good teacher. *Barbara Jacobs*

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**Orlando Bush:**

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