

New Book, "Spointra and the Secret of Business Success," Proves That Fun and Business Theory Can Coexist Harmoniously

Press Release

CHICAGO--March 29, 2007--Cristian Mitreanu's book "Spointra and the Secret of Business Success," which will be released on April 3rd at www.spointra.com, brings the graphic novel format into the business book realm. Embedding a simplified version of his fundamental theory of business into a fictional story, Mitreanu aims to create a unique and entertaining learning experience. Artwork and text is equally employed in order to communicate the concepts quickly and concisely.

"It was inevitable," says Mitreanu about the use of the graphic novel format for a business book. "We are an increasingly busy global society, and finding time to read a book can be difficult. Book reviews and executive summaries have become the norm. However, the lack of time is not the only culprit. This trend is also encouraged by a few negative developments in the business book space. First, the most obvious problem is that many business books simply repackage old ideas without bringing anything new. Second, not only can many books be distilled to a few pages, but they are built upon an initial article or paper without providing significant improvements. Third, many books use cherry-picked business cases or examples in order to hide flaws or limitations in the presented concepts. Finally, the most important problem is the generalized neglect of what I call 'executive serendipity,' which refers to seemingly-ingenious business decisions that actually occurred accidentally. Although this phenomenon plays a major role in business, many books tend to ignore it because most theories are rational, which means that they are based on the assumption that every result has intent behind it."

"Our book requires slightly more time to read than a review or an executive summary, however it provides ten times more fun... assuming that the fun associated with the review or summary is greater than zero," continues Mitreanu. "Its layout allows the reader to make her or his own judgment with regard to the validity and practicality of the theoretical concepts. And speaking of fun, another reason for using the graphic novel format is the fact that books as the sole vehicles for disseminating ideas are increasingly irrelevant in our highly networked world. A successful business book must do more than just deliver an idea... which, if valuable, will spread over the Internet anyway. 'Spointra and the Secret of Business Success' is a high-quality hardcover that can also serve as a coffee table book, allowing for easy access and brief, thought-stimulating immersions in its storyline."

Book Description:

An innovative blend of business book, graphic novel, and coffee table book, "Spointra and the Secret of Business Success" is a response to the increasing evidence that individual success is strongly dependent upon one's understanding of business in general, regardless of her or his primary occupation. Accessible to most readers with or without business knowledge, this quality hardcover presents in an entertaining manner a fundamental theory of business that the author, Cristian Mitreanu, first revealed at www.bizbigpic.com in August 2006. In brief, the plotline follows Spointra, a member of an advanced civilization, teaching C, a kid eager to become a successful business leader, the secret of business success. Spointra's teachings begin with a unique view of human nature and gradually progress to a general concept of enduring success in business. Using a balanced combination of text and artwork, enhanced by a minimalist style, the story fits into 56 pages. This conciseness and focus on communicating the bare mechanics of business, escaping the traditional reliance on business cases, is enabled by the fundamental character of the theory, and allows for a fast reading. More important though, it stimulates independent thinking and invites repeat readings that will reveal the secret of business success layer by layer.

About the Author:

Cristian Mitreanu is the founder of the initiatives BizBigPic (www.bizbigpic.com) and RedefiningStrategy.com (www.redefiningstrategy.com). His background includes over ten years of experience in business development, a Masters degree in Management, and a Bachelors degree in Management Information Systems. Some of his writings have been published by the MIT Sloan Management Review and the American Marketing Association.

For more information, or to purchase the book, please visit www.spointra.com.

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