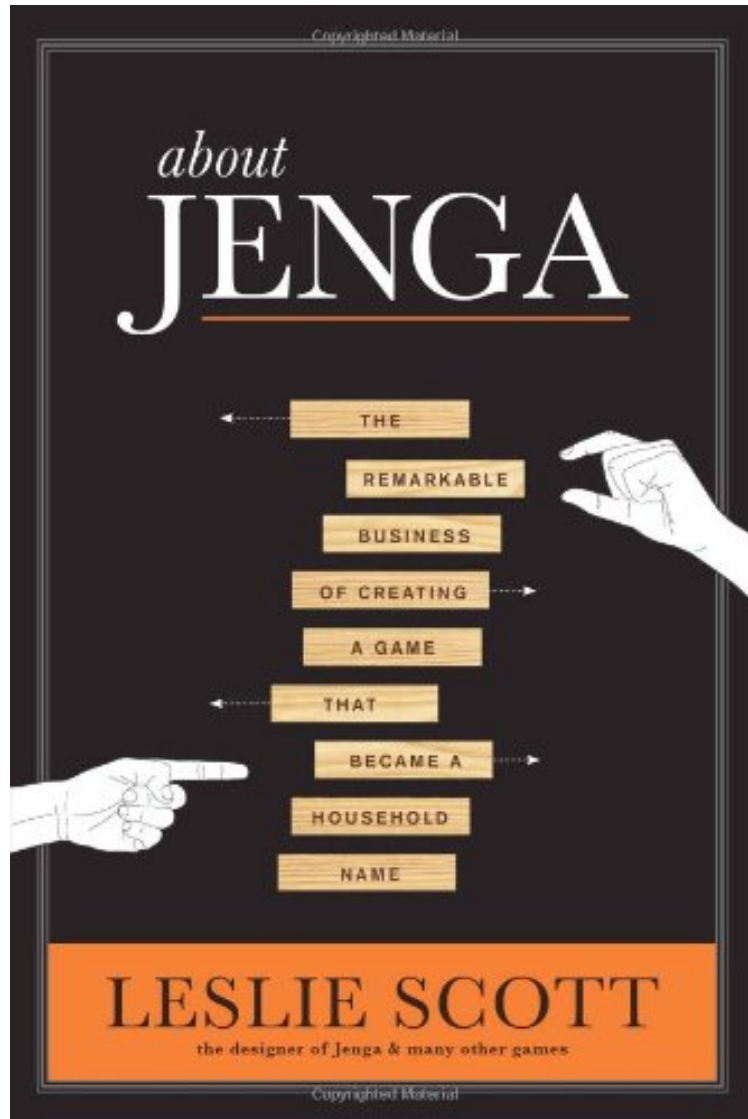


(Ebook pdf) About Jenga: The Remarkable Business of Creating a Game that Became a Household Name

About Jenga: The Remarkable Business of Creating a Game that Became a Household Name

Leslie Scott

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Leslie Scott : About Jenga: The Remarkable Business of Creating a Game that Became a Household Name before purchasing it in order to gage whether or not it would be worth my time, and all praised About Jenga: The Remarkable Business of Creating a Game that Became a Household Name:

0 of 0 people found the following review helpful. How Jenga Became a MetaphoreBy SivaThank you Leslie Scott for investing so much introspective careful thought and research into your personal journey and Jenga's journey. Initially

you based your story on your and your family's fascinating history in Africa but as you delved deeper to investigate your intuitive understandings, and you read and researched more widely, your Jenga story reveals some of the underlying structures of the real world. I am a teacher and game inventor so initially I read your book for inspiration with respect to creating my own educational games, but I came away from my reading experience with a lot more wisdom for my investment of money and time. This book will probably be appreciated by any intelligent reader who appreciates a good, well told story and metaphorical thinking seasoned with humor. 2 of 4 people found the following review helpful. Tedious and Boring By Femme Vitale 'About Jenga' is every bit as boring as the game it centers on. Not sure why I picked up a copy of this. Just got entrepreneurial fever, I guess, and wanted to see if the author could shed any light on the process of cranking out hits in the puzzle/game business. This was more of a memoir than anything else. I couldn't finish it. 1 of 2 people found the following review helpful. A Business Book With a Difference By Peter Snow Jenga, one of the world's classic games, has sold over 50 million sets and its appeal shows no sign of slackening. Many of those who, like me, have spent happy hours, breath held, adding bricks to its tottering towers or whooping with delight as a rival brought the whole edifice toppling down, must have wondered what lay behind this fascinating game - just who invented it and why and how it became such an international phenomenon. In this wonderful book I found all the answers and much more. Leslie Scott, its inventor, reveals the roots of Jenga ('Build!' in Swahili) in the games her ex-pat family played in 1950s Kenya. But it was one Sunday morning as an under-employed macram-teacher in 1970s East Oxford that she woke up and realised its commercial possibilities. About Jenga tells of the challenges and obstacles she overcame on the way to making her dream reality - the collisions with bank managers and debt collectors, predatory agents and big-time players, sinister flatterers and shady copycats as well as the unexpected allies and good angels who helped her on the path to success. Reading it, I realised I had at last found a model business book - one with a human face, rich in lessons for entrepreneurs and all those seeking to take a new idea to market, but written with great wit, learning and fluent clarity and blessedly free of the jargon or the self-deluding vanity that disfigures so many of the books in this area. Embedded in it I also found much more - a moving family memoir, not to mention a vivid and personal chunk of social history over the last four decades, telling how Leslie Scott took her first faltering steps in the then male-dominated world of business. This makes About Jenga sound portentous and does not do justice to the many delightful comic vignettes studding its pages. I almost rolled on the floor with laughter reading about one incident, when Scott, then Intel's first UK marketing manager, shared premises with the Potato Marketing Board. One day a Board representative marched in and plonked down a sack of a new type of spuds and asked her in all seriousness to report on their suitability for the new culinary product - microchips - that he had heard she was preparing. Circling out from her experiences, Scott - an unusual and engaging blend of businesswoman and Oxford intellectual - offers interesting reflections on the role of branding not just in business but also in art, history and nature (she devotes, incidentally, some of her earnings from Jenga to supporting a zoological and ecological research station in Kenya), on metaphor and the larger relationship between games, life and business. How best to characterise this strange, multifaceted book? Perhaps as the journey of an intelligent, if somewhat nave and Candide-like, young woman through an Alice-in-Wonderland world and her attempts, then and now, to make sense of it. Buy it, read it. Like the game it celebrates, I predict it could well become a cult classic. With its humour, rich layering and period background, it would make a fabulous film or TV docu-drama. Agents and producers, please note. Jenga

Millions have played the game Jenga, but few know the surprising story of the woman who created the game. From cattle ranches in Africa to the royal tennis courts in London, the story of Leslie Scott and Jenga weaves an adventurous tale of personal triumph and business success with keen insights into the secrets behind launching one of the best-known brands in the world. An English expatriate born and raised in Africa, Scott became a phenomenally successful woman in the male-dominated toy business through relentless curiosity and tenacious belief. Her unconventional path to success was driven by her unorthodox approach, her penchant for risk, and her passion for adventure. Along the way, she came to understand how certain ideas transform themselves into successful products. Through expert storytelling, Scott illuminates basic business concepts with unconventional linkages from explaining what African cattle and medieval heraldry can teach us about branding to discovering the keys to market differentiation by examining a coral reef. Scott entertains with style, grace, and free-flowing intellect. Enter a fascinating world of creative success, practical business lessons, and hilarious but true stories.

About the Author Leslie Scott was born to an expatriate family in Africa and educated in England. She is the creator of Jenga, the second-best selling game in the world, and the co-founder of Oxford games. One of the world's few professional game designers, Scott spends her time in the Oxford countryside and the African plains with her two children and her husband.