

NEW & NOTEWORTHY BUSINESS BOOK

Blocking and Tackling Your Way to Management Success

by Alan R. Simon (Paperback, \$17.95)

As the author of 26 previous business books, Alan Simon knows a thing or two about financial strategies, management and consulting. In his latest book, Simon has combined his love affair with business with his passion for the Pittsburgh Steelers. In doing so, he's created a new approach to business tactics. Whether it's using Rocky Bleier's return from Vietnam as a demonstration in "strategic rejuvenation" or showcasing Franco Harris' entry into the NFL as an example of how companies should interpret data, *Blocking and Tackling* has enough business sense – along with a wealth of interesting Steelers' information – to make this a successful touchdown attempt.

