

Value through Values

The power of giving in creating wealth

Author: Jerry Schuitema

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- 225 mm x 170 mm portrait
- 253 pp – black & white, illustrated
- Perfectbind
- Softcover.

ABOUT THE AUTHOR, *JERRY SCHUITEMA*

Jerry Schuitema has spent more than a quarter of a century in the front line of Economic communications. He pioneered many Economic broadcast products including the establishment of the Economics Desk at the SABC. A Fellow of the Institute of Management Studies, Schuitema has won several awards and citations, including the Rosholt Fellowship. He is the author of *Econosense* which has been prescribed reading at tertiary institutions. Schuitema studied Economics, History and Political Science at tertiary level, and management at the Oxford Centre for Management Studies.

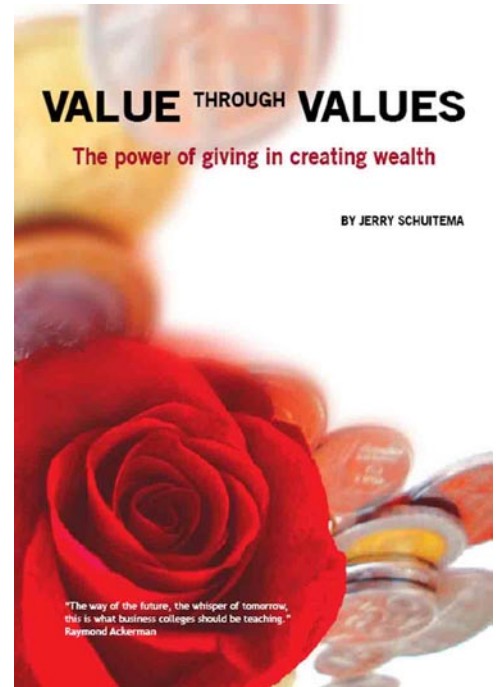
ABOUT THE BOOK, *VALUE THROUGH VALUES*

“The way of the future, the whisper of tomorrow,” is how internationally known South African businessman, Raymond Ackerman, describes this inspirational work by Jerry Schuitema, economics communicator, author and consultant.

The author brings all of his wide and varied life experiences and 40 years exposure to business and economics to bear in taking the reader on their own personal journey through the fascinating world of business; not only demystifying the topic and exposing the real human face of business, but showing in great detail the kind of behaviour we can all adopt to achieve personal abundance and contentment. In the process, Schuitema shows how this same behaviour will address some of the most important economic issues of our time at a company, country and global level.

The book has something for everyone: For the average person it shows how to unleash entrepreneurial behaviour for growth in either our professional or personal lives; for the employee it shows how we have lost our true power in the workplace and how to get it back; for the business leader it is a handbook on addressing the key issues of transparency, governance and sustainability, and for the accountant it details a different way of accounting that will reinforce transparency, sustainability, and common purpose and common fate between stakeholders. And it is all done in Schuitema’s flowing and easy to understand writing style.

Please see next page for media coverage and endorsements.



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Art South Africa, Rootz Africa, Hype, Heat, Hello Johannesburg, Top Billing, You Magazine, Huisgenoot, De Kat, People, The Big Issue South Africa, The South African, Soul, O Magazine, Cosmopolitan, Sarie, Rooi Rose, Maverick, CEO Magazine, Business Brief, Intelligence, African Connexion, Business Hi-Lite, Big News for Growing Business, Noseweek, Leadership Magazine, SA Dialogue, Finweek, The Citizen, The Star, Pretoria News, Beeld, The Sowetan, Raport, Sunday Times, Sunday Tribune, Sunday World, City Vision, The Weekender, Succeed, Aboveboard, Insig, Financial Mail, Essentials, Centre for the Book, Marketing Mix, Marketing/ Advertising and Branding, Communika, Business Day, Summit TV, Morning Live, 3Talk

Already reviewed or referred to in:

- De Kat
- Sarie
- The Sowetan
- Bizcommunity

Reviews so far in Jan/Feb 2008:

- Business Hi-Lite
- The South African

Endorsements

“Jerry has inspired many of us to think deeply about ethics and values, and how we can use them to make a contribution to our business and daily lives. Timing is impeccable.”

Alec Hogg: Founder Moneyweb.

“Makes the case for values in business in a simple but powerful way. A testament to Jerry’s humanity.”

Mick Davis: CEO Xstrata group

“Good reading for leadership candidates. Jerry gives us a method of evaluating values in a business”.

Frank Aab: Former Chairman. Concor Civil Engineering

“This is the way of the future, this is the whisper of tomorrow, this is what business colleges should be teaching, giving a clear understanding of how important values are in running a successful business in the world of the future”.

Raymond Ackerman: Best known South African Retailer

“I have always been impressed by Jerry Schuitema’s writings. He has exhibited a deep understanding of the need to strike a proper balance between man as homo economicus, and the person who draws his or her inspiration and motivation in social and economic dealings from appropriate ethical values.”

Ali Allawi: Economist, Investment Banker, former Minister of Finance and Defence in the Iraqi Transitional Government, Author: “The Occupation of Iraq. Winning the War, losing the peace.”