

Richard Gee

From: joyologist@humour-resources.com
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To: Robin Ellis
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Attachments: Why optimism is the key to success in business - employment today.doc

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HUMOUR IN BUSINESS AND LIFE MAGAZINE

Issue 49 November 2006

Author Pat Armitstead, Joyologist
New Zealand's leader in the Science of Humour and Laughter in the Workplace

Pre launch announcement - New book "Humour Works"

"Pat commits the cardinal management sin of spreading joy and making people smile. If her practices become widely adopted, going to work will become fun, and people will enjoy the experience. Ultimately she is a dangerous subversive to dullness, mediocrity and boredom. Why can't we have more like her?"

That's what John Bishop, business commentator and speaker said of Pats new book "Humour Works"

The book is about serious fun or fun in business, and demonstrates the ease with which it can be combined with workplace strategy to boost individual productivity and contribute to business success. Some of the articles were originally published in the Business to Business newspaper and combine her business acumen, creativity and wit to educate, delight and entertain. It includes highlights of New Zealand's first Humour in Business awards and Pat is delighted to announce the first print run has been sponsored by New Zealand Window Shades, overall winners of the awards. She also includes a paper on why every business needs its own Humour Resource Department !

Priced at \$30 (Plus \$7 p& h) you can order your copy by return email and posting a cheque to Pat Armitstead to the address below, or you can direct deposit into her account BNZ 02 0214 0094911 097

Attached a complimentary article on optimism and success as seen currently in Employment Today magazineenjoy !!

I am yours in goodwill.....Pat

Pat Armitstead RGN, Dip Ed, Dip FTM

Honours Graduate Humour-versity

Director Joyology Ltd

Laughingly referred to as The Joyologist

The Anchorage, 34 Hobbs Rd,

Gulf Harbour, Whangaparaoa

649 428 3836

021 687635

joyologist@humour-resources.com

www.humour-resources.com

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