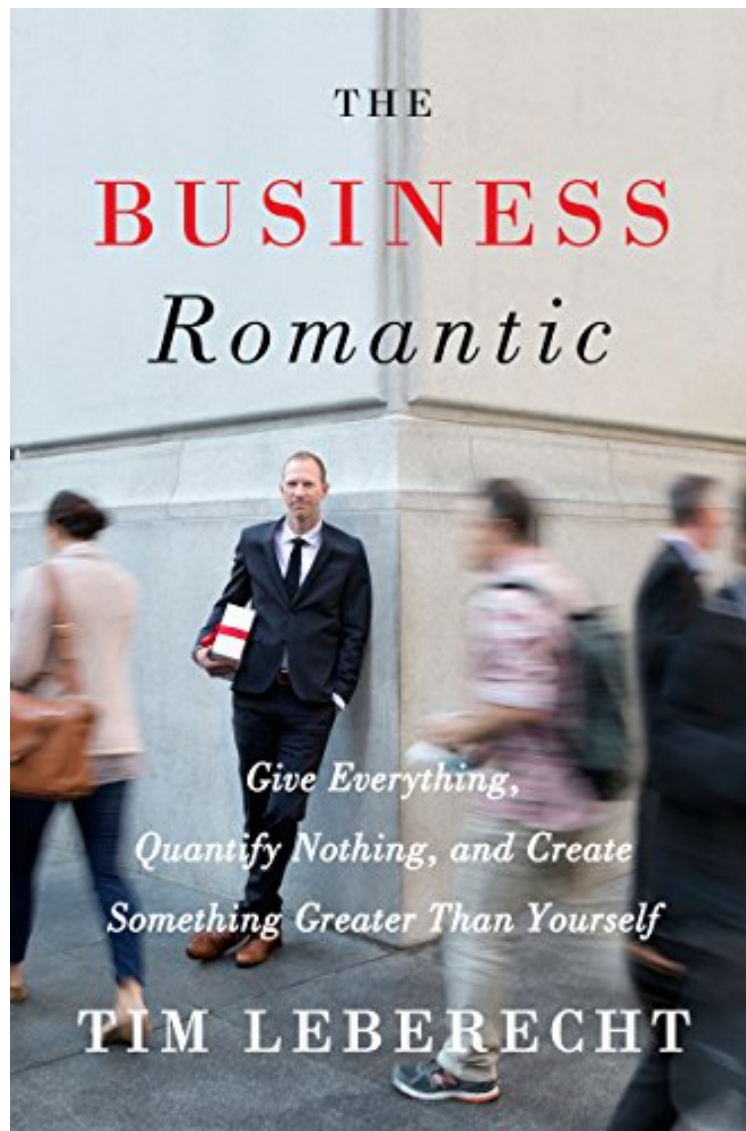


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## The Business Romantic: Give Everything, Quantify Nothing, and Create Something Greater Than Yourself

*Tim Leberecht*

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**Tim Leberecht : The Business Romantic: Give Everything, Quantify Nothing, and Create Something Greater Than Yourself** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Business Romantic: Give Everything, Quantify Nothing, and Create Something Greater Than Yourself:

1 of 1 people found the following review helpful. Leberecht Heralds a Growing Movement for Humanity in BusinessBy Jonathan CookThe Business Romantic heralds a significant, and much needed, shift in business culture.

So far, this century has seen a brash confidence in the ability of technology to break through ancient barriers in commerce, to disrupt old, inefficient marketplaces and introduce optimized, objective, data-driven systems that will finally liberate business from hunches, urges, and other subjectivities, creating a great leap forward that leads us to.....feel increasingly miserable. As businesses become more data-driven, they gain short-term advantages of efficiency, but allow little room for the needs of the human beings at work inside them. Consumers grow weary as well, as they find their relationships with commercial brands replaced by automated marketing. The very idea that business culture can be a source of Romance is offensive to those who hold the predominant model of what being in business is all about. They'll protest that a company's primary responsibility is to produce financial profit. The fundamental premise to their argument, which usually goes unstated, is that attending to the "warm and fuzzy" needs of managers, employees and consumers is an unnecessary drain of financial resources. The value of *The Business Romantic* is in its recognition that human beings can't be reduced cogs in commercial machines, that as organic, living beings, we have complex needs that, when addressed, produce astonishing value. Our productivity sags when we're expected to work within unyielding boxes and to move in straight lines. Underneath all the digital embellishment, marketing is still for human beings, and so it must be provided by human beings. What does it mean to be human? Leberecht uses the insights of classic Romanticism to identify the core aspects of the human experience we can bring to work. True to its Romantic character, the *Business Romantic* doesn't provide a simple formula for using Romantic ideals to profit in business. Instead, it challenges readers to embrace the mystery of human enterprise, and opens up exciting territories for further exploration. For me, the most exciting possibilities in *The Business Romantic* are in its links to deep, enduring cultural structures, such as ritual, which currently remain mostly untapped in business. Leberecht's work suggests, but does not spell out, the construction of a new Human Code for business, a collection of practices that will allow marketers and consumers alike to find sacred significance in apparently mundane experiences, to pursue the satisfaction of meaningful suffering over bland convenience, and to construct communities of enduring, engaged exchange rather than the calculated commodification that Big Data implies. At the end of *The Business Romantic*, Leberecht challenges readers to engage with each other, to create a kind of secret society of business romantics. The moment seems right for the creation of such a movement among business professionals who are ready to match the cold power of analytics with the warm power of humanity. Leberecht's work is serving as a catalyst in the formation of this movement, and on these grounds alone, *The Business Romantic* qualifies as one of the most significant books on business culture in our time.

1 of 1 people found the following review helpful. Old dog, new tricks  
By E. S. When I started my career 2 decades ago, the rules of business were still very traditional and while that was the time when the concept or at least the phrase of "thinking outside the box" seemed to gain popularity, there wasn't yet a big push for meaning or the idea for quick visioning or iteration upon ideas that were the way things were always done, but were perhaps no longer achieving the desired results. Leberecht points out in "The Business Romantic" that rules are meant to be broken and there's no time like the present to create new ways for shaping the way we work, especially if in doing so, we can establish meaning for ourselves and others in what we do. Some of the concepts in the book, like switching up your work environment or conducting moving/standing meetings are not totally new—but what is fascinating are the many examples he uses to illustrate how some businesses have already reframed what a "workday" can mean, and what a "workplace" can be today. He also offers up some great ideas on how you can completely rebuild your work routine yourself (at the grassroots level), or if you are in a more senior position, instigate more large-scale changes to create a work space that is more conducive to generating a greater rate of innovation. Great read. I have gotten a copy for every member of my team.

1 of 1 people found the following review helpful. A good read, even if you're not in the business world  
By liz As a millennial, non-profit professional, and self-professed "people person," I've always had a hard time grasping the traditional bottom line approach to business. While some companies have found meaning and love in their enterprises, I feel most have not—they need to read this book! Leberecht's call to action for businesses to infuse the human element into their work is timely in a world where some enterprises seem to be struggling to strike the right relationship between company and consumer. Leberecht writes with clarity and depth, populating his narrative with real examples that are relevant and interesting. Leberecht's grasp of current events, market trends, social media happenings and company profiles is astounding—how does he know so much about so many things? I am grateful for his research and thoughtful highlighting of relevant organizations and new ideas. I could spend a lifetime reading the right blogs, or I could just read Leberecht's book. An interesting read for anyone looking to broaden their business or personal outlook.

In this smart, playful, and provocative book, one of today's most original business thinkers argues that we underestimate the importance of romance in our lives and that we can find it in and through business—by designing products, services, and experiences that connect us with something greater than ourselves. Against the backdrop of eroding trust in capitalism, pervasive technology, big data, and the desire to quantify all of our behaviors, *The Business Romantic* makes a compelling case that we must meld the pursuit of success and achievement with romance if we want to create an economy that serves our entire selves. A rising star in data analytics who is in love

with the intrinsic beauty of spreadsheets; the mastermind behind a brand built on absence; an Argentinian couple who revolutionize shoelaces; the founder of a foodie-oriented start-up that creates intimate conversation spaces; a performance artist who offers fake corporate seminars for real professionals—these are some of the innovators readers will meet in this witty, deeply personal, and rousing ramble through the world of Business Romanticism. The Business Romantic not only provides surprising insights into the emotional and social aspects of business but also presents “Rules of Enchantment” that will help both individuals and organizations construct more meaningful experiences for themselves and others. The Business Romantic offers a radically different view of the good life and outlines how to better meet one’s own desires as well as those of customers, employees, and society. It encourages readers to expect more from companies, to give more of themselves, and to fall back in love with their work and their lives. [nbsp;](#)

“Every hard, calculating member of the executive team can benefit from this book’s unabashedly soft, humanistic approach to unlocking the potential in organizations—because at the end of the day, enabling the humans in one’s organization is the only way to unlock the romantic quest for better businesses.” (JOHN MAEDA, Partner, Kleiner Perkins Caufield Byers and author of *The Laws of Simplicity and Redesigning Leadership*) “The Business Romantic makes an uplifting case for injecting greater meaning into work. If more people and workplaces followed his rules, our jobs would be more fulfilling.” (ADAM GRANT, Wharton professor and New York Times bestselling author of *Give and Take*) “The Business Romantic is a wonderfully unusual business book that encourages us in a playful yet reflective way to find beauty and meaning in our work lives and shows us how small, everyday actions can help us build a more humane economy.” (KLAUS SCHWAB, Founder and Executive Chairman, World Economic Forum) “Leberecht has successfully articulated why passion and romance are important, yet often missing in today’s enterprises. The Business Romantic gives us permission to use romance to create companies and products that people truly love.” (DOREEN LORENZO, President, Quirky) “I’m in love with Tim Leberecht’s celebration of Business Romantics. This big-hearted book will inspire you to think bigger, aim higher, and do something meaningful.” (WILLIAM C. TAYLOR, Founding Editor, Fast Company and Author, *Practically Radical*) “Tim Leberecht offers a glimpse of how work can be meaningful and momentous. Surprise, suffering, drama, and most of all, hope are welcome in Tim’s showcase of some of today’s most exciting and progressive business ventures. Tim shows us how to bring inspiration and romance to our professional selves.” (LIZ MAW CEO, Net Impact) “A playful and probing book about how to re-think and re-enthrone business and our engagement with work—arguing that it is the recognition of the human heart of business that increasingly drives success.” (Forbes.com (Top 10 Creative Leadership Book of 2015)) “This book turns the entire idea of “work is toil” on its head and reveals that work can be (and frequently is) a source of great pleasure in our lives.” (Inc.com (Top 10 Motivational Books of 2015))

From the Back Cover How can work be delightful—perhaps even magical? The Business Romantic offers a radically different view of the successful enterprise and inspires you to find more meaning in business. It’s an indispensable part of our lives, from the long hours we work to the products and services we buy—and yet business seems divorced from the full expression of our humanity. For many of us, something is missing, something both essential and immeasurable that lets us see the world with fresh eyes every day: romance. In this smart, playful, and provocative book, Tim Leberecht, one of today’s most original business thinkers, argues that we underestimate the importance of romance in our lives and proposes that we can find it in products, experiences, and organizations that connect us with something greater than ourselves. In the face of eroding trust in capitalism, pervasive technology, and the desire to quantify our behaviors, The Business Romantic reveals the power of business to transcend mere rationality and self-interest and move toward deep, passionate exchanges that honor our most complete selves. From corporate strategy to the workplace, from product innovation to branding, customer relationships, and sales, Leberecht presents ten “Rules of Enchantment” that illustrate the value of choosing intimacy over transparency, mystery over clarity, devotion over data, vulnerability over control, delight over satisfaction, and love over liking. A data analyst who is enamored with the intrinsic beauty of spreadsheets; the “voice” of Twitter; an Argentinian couple who reinvent shoelaces in a quest to reimagine the obvious; a performer who helps innovators through fake corporate seminars; rebels-in-residence who challenge their company’s conventions; a pop-up magazine that exists for just one night; a legacy brand built on absence; a secret society that catalyzes organizational change—these are some of the fascinating characters and groups you will meet in this witty and rousing ramble through the world of Business Romanticism. Whether you are a consumer or producer, employee or entrepreneur, The Business Romantic urges you to start the most sublime of revolutions: Expect more. Give more of yourself. Fall back in love with business and with your life.

About the Author Tim Leberecht is the chief marketing officer of NBBJ, a global design and architecture firm that helps organizations such as , the Bill Melinda Gates Foundation, Boeing, Microsoft, Samsung, Starbucks, and Tencent create meaningful experiences. He is the former chief marketing officer of Frog Design, a product-innovation and strategy firm acclaimed for its work with Apple and many other Fortune 500 brands. His writing has appeared in publications such as Fast Company, Forbes, Fortune, and Wired. He has spoken at such venues as TEDGlobal, the

Economist Big Rethink, DLD, the Silicon Valley CEO Summit, and the World Economic Forum. His TED Talk "3 Ways to (Usefully) Lose Control of Your Brand" has been viewed by almost a million people to date. He was born and raised in Germany, and lives in San Francisco with his wife and daughter.