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with Phil Gerbyshak

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Follow the Other Hand: An innovative way of looking at business

I was recently sent a manuscript of Andy Cohen's upcoming book "[Follow the Other Hand](#)." Having enjoyed business fables from [Steve Farber](#), [Tim Johnson](#), and [Pat Lencioni](#), but suffering through a few others which shall remain nameless, I really wasn't sure what to expect from this book. I had never heard of Andy Cohen, I didn't think there was much of a correlation between business and I had never read a "manuscript" before, only read "books" or "galleys."

So it is with a bit of surprise that I found I really loved this book. It was easy to read, it was very relevant to business as I know it, and offered some practical advice. The [table of contents](#) offers some insight into what to expect, but the front page of the website shares what you'll really take away from the book:

"The main character in Cohen's story, Jonathan West, is faced with the challenge of growing a family business as importers of olive oil. A colleague suggests a session with Merlin, a magician who slowly reveals that the secrets behind his famed magic tricks are the same ones that drive business forward. They are:

- Think differently.
- Build trust with your customer
- Develop an innovative brand that gets recognized
- Make creative business solutions happen
- Discover your competitive edge"

Quick, innovative takeaways you can universally apply to any business situation you might face. I love it! The other characters all have personalities and quirks that make you quickly relate to them as people that either are on your team, or people that might be you.

A cool surprise for this book was that there was a free magic trick, with instructions, included. Hey, maybe *I* can be a magician? Nah, probably not!

There is a companion, though rarely updated, "[Follow the Other Hand](#)" blog for the book. I'm curious how this develops, but no matter. The book is a great one. Pick up your copy of "[Follow the Other Hand](#)" today if you're looking for an innovative business book that can change the way you think about whatever it is you do.