

'JACK' – 'BUSINESS LESSONS FROM LIFE, LIFE LESSONS FROM BUSINESS'

Blaise Brosnan's book *Jack* is a 340-page soft back business publication, written in autobiography/thriller form.

PHILOSOPHIES

This book conveys business philosophies and life lessons through a 'factionalised' account of a boy named *Jack* who comes from a poor, rural background in the 1940s. He grows up, goes to school, gets his first jobs, then comes emigration and so on with many influences and influencers, good and bad, directing him on his life's journey.

The book takes the reader through Jack's tough times and good times. It shows the influence of his mother Mary Anne and father Mick Denny Bill, his brothers and sisters and his community. We see poverty and riches and his behavioural and attitudinal changes and the cultural and social changes in Ireland in the 1960s, 70s and 80s. Ultimately, we see Jack's contribution to society.

Jack is a composite fictional character, made up of many of the thousands of people

that Blaise Brosnan has met with, interacted with and influenced in his 40-year career as chief executive of many businesses in Ireland and as mentor and consultant to more than 2,000 business owners, CEOs and CFOs here, in the US, Europe and Russia.

CONVEYED

The many business and life lessons in this book are subliminally conveyed through Jack's story and in end-of chapter pieces of wisdom from the author which will console and give hope and direction to people of all ages and those going through the throes of business change.

Jack gives out many challenges which the reader may or may not take up if he or she wishes to change the course of his or her life's journey.

Whether you are a parent, a student, a teacher, an employee, a business owner/manager or a chief executive of an organisation, you will learn from Jack's story and Blaise Brosnan's unique life and business wisdoms.

