

# Bumblebees Can't Fly

7 Simple Strategies For Making the Impossible Possible

Barry Siskind

Science has said bumblebees shouldn't be able to fly. The ratio of body weight to wingspan is disproportionate which in theory makes a bumblebee aerodynamically incapable of flight. But they do. They need to survive therefore they need to fly. According to Barry Siskind they display common sense. So to with humans. In order for us to survive a certain amount of common sense needs to be developed and in *Bumblebees Can't Fly* he outlines how his Seven Strategies of Common Sense will help anyone make confident decisions and improve foresight in any situation. We are born with common sense we just don't know how to use it. This simple but powerful book will help many people make better judgments in their lives armed with the tools of a well-defined and methodical common sense.



Barry Siskind, President of International Training and Management, is one of North America's foremost trade and consumer show experts. He is also the author of the best-selling *Making Contact* (Macmillan Canada 1995) and *The Power of Exhibit Marketing* (1997 - over 80,000 copies in print in 4 editions). Siskind also writes for trade magazines and is a frequent contributor to the *Globe & Mail* newspaper and is one of North America's most sought-after speakers

Non-Fiction: Popular Culture

118 pages small format hardcover  
originally published 2001 Stoddart Canada –  
rights reverted

Rights sold:

- World English (John Wiley Canada)
- Japan (Mikasa Shobo)
- Korea (Sunflower Publishing)
- Spain (Grijalbo Mondadori, S.A.)
- Brazil (Editora Nova Cultural Ltd)
- Czech Republic (NT Publishing)
- Bulgaria (Klasika I Stil)
- Romania (Editura Alfa)
- India (Macmillan India)
- China (Oriental Press)
- Thailand (Tree Publishing)