

Author

# Barry Siskind

Praise for  
*Bumblebees Can't Fly:*

"Siskind encourages people to not take for granted the situation around them or the truths they are being told...instead challenge the obvious and look for alternatives."

*Hamilton Spectator*

"...a strong committed effort to developing common sense can be undertaken by adopting these seven strategies. Use these as a good guide to begin your developmental journey."

*Winnipeg Free Press*



Barry Siskind, President of International Training and Management, is one of North America's foremost trade and consumer show experts.

Barry's first two books, the best-selling *Making Contact* (Macmillan Canada 1995) and *The Power of Exhibit Marketing* (ITMC 1997 — over 80,000 copies in print, four editions in English and one in Brazilian Portuguese), helped his customers understand his potent sales and marketing principles.

Barry Siskind is also the author of *Bumblebees Can't Fly: A Practical Guide to Making Everything Work*. First published in 2001 as a small format hardcover by Stoddart Canada, foreign language rights have been sold in: Japan (Mikasa Shobo), Korea (Sunflower Publishing), Spain (Grijalbo Mondadori, S.A.), Brazil (Editora Nova Cultural Ltd., 2<sup>nd</sup> printing), Czech Republic (NT Publishing/Management Press), Bulgaria (Klasika I Stil), Romania (Editura Alfa), India (Macmillan India) and soon in China..

Barry's next book, *Eagles Must Soar: Strategies for Living Life With Certainty*, is a follow-up to *Bumblebees Can't Fly*. John Wiley Canada has recently purchased the World English language rights to these two books and a third book on trade shows.

Barry Siskind also writes for trade magazines and is a frequent contributor to the *Globe & Mail* newspaper. He is one of North America's most sought-after speakers