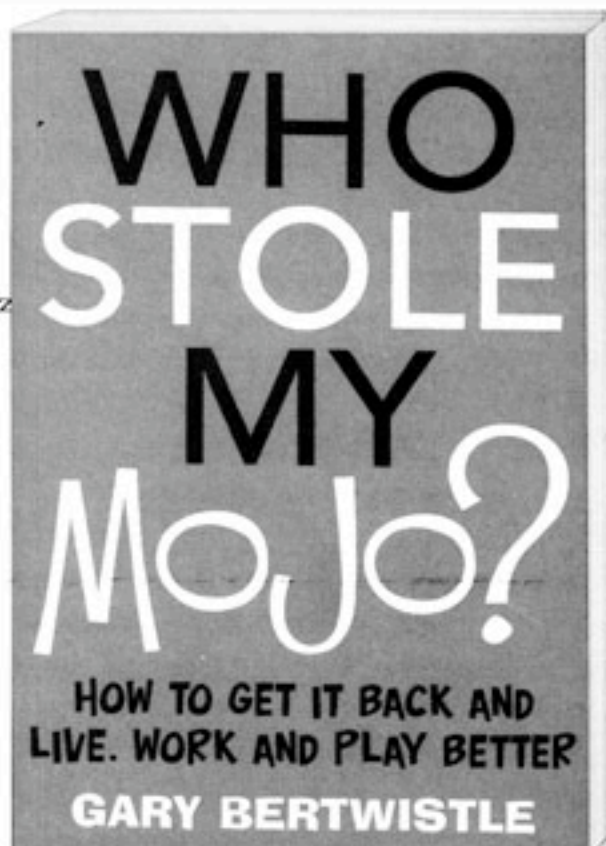


Skimming and Scanning

Book Title	: Who Stole My Mojo? <i>How To Get It Back And Live Work And Play Better</i>
Author	: Gary Bertwistle
Edition	: First South Asian Edition 2008
Price	: Rs.225/-
ISBN	: 978-1-74175-533-6
Pages	: 200
Publisher	: Allen & Unwin
Indian Distributor	: Viva Books Pvt. Ltd., New Delhi.



Does your heart leap no more when it beholds a rainbow in the sky?

No books in running brooks, tongues in trees, sermons in stone, or good in everything?

Well then, chances are you are low on your mojo. Truer still, you have lost your mojo. In all probability, you let it slip through your fingers. You lost it. And now you want it back...that fizz, that spark...that something that charges up your life. You want your MOJO back.

In the first place, who stole your mojo? You have a pretty good idea, because it was you who stole your mojo. Don't panic. For, helping you get it back bit by bit, is a man who thinks differently...a man who has reshaped the definition and concept of the word "thinking."

Read Gary Bertwistle's runaway hit "Who stole my Mojo? How to Get It Back and Live. Work And Play Better" and we'll be startled by the amazing power our thoughts can unleash provided they are channelised by positive forces which lie latent in all of us.

Call it magic, verve, pizzazz, oomph, zip or spark. That's what mojo is all about. Mojo's that feel-good factor that triggers the "get-set-go" gunshots that helps us leap over obstacles with élan.

"Who Stole My Mojo?" contains no mantras. It's a practical set of thoughts which have the power of helping us raise the bar for ourselves. Full of real-life experiences, it makes us sit up and think. And at the end of it all we hear ourselves saying: Hey, I can do it. I can. I can.

The book offers no quick-fix remedies for regaining mojo. Nor does it dish out instant two-minute solutions to life's problems. It should be allowed to grow on you. Striving for mojo is to be seen as a deliberate pursuit to push back mental blocks thereby helping us walk that extra mile.

Each page of the compact volume contains anecdotes...of how ordinary men and women made their lives look up for them by daring to think positively and making a willingness to work hard to concretize those positive thoughts.

Mojo is that extra spark that makes the difference between having a good day and a great day. It's the difference between getting good results and outstanding results, says Bertwistle.

Bertwistle got his Mojo working for him during the International Alliance of Learning Conference in Washington DC in 2006. Watching so many participants articulating their ideas with gusto and conviction, he felt that, sadly, this adrenalin-charged energy would wane within weeks. And all of them would settle into comfort zones of unproductive existence. He was sure they would ask themselves at a later stage: What happened to my mojo?"

This got Bertwistle thinking. He took upon himself the task of helping people have that extra something that helps them get a little bit more out of any situation. ...to help them have that twinkle in their eye, that zing in their life.....the mojo.

All the same, Mojo is not a work which you can refer to for trying to whip up solutions to everyday's tricky spots. As he himself says: "Now I'm not saying it's a matter of running around proclaiming that the world is perfect and that everything is great. It's about understanding that whenever something happens or an opportunity presents itself, you, and you alone have the choice of how you will react to it."

As you turn each page you feel your lost mojo creeping back into you, especially when Bertwistle tells you that curiosity sparks mojo which in turn triggers creativity.

Mojo has no place in the bland or the mediocre. To hell with modesty. When you raise the roof, you're not bragging or trumpeting that you are the best. On the contrary, it's the inner knowledge in our minds that sets the bar above the mediocre, above the bland. Let this not be misconstrued as arrogance. But the more you raise the bar for yourself, the more will you be up for censure by those who have set standards of mediocrity for themselves.

Let there be no misconception about the mojo book. It's earthy. And he tells us how our food habits condition our thought processes. There's a word of caution for all gluttons and guzzlers. Be kind to your digestive system. Clogged intestines can rob creativity. Want your mojo back? Eat less, eat good and feel great.

All the same, Bertwistle's conviction that from a physical point of view, sex is the other activity other than digestion which saps the mojo out of you may go up for debate.

In all, Who Stole My Mojo? is a bible of practicable ideas. However, the author himself sounds a word of caution. When you've read all about finding your mojo back, you're fired on all cylinders, ready to blast off. In the process you are likely to scare away those who are not yet ready for their mojo. Just wait for others to steal back their mojo, says Bertwistle.

Thus, Who Stole My Mojo? is all about you...your thinking and your mojo, from a thinker-trainer from Down Under. Gary Bertwistle has been working in the business of thinking and creating new ideas for the last 20 years inspiring people and helping them ignite the spark in them. A guide for the lay man and the corporate, it's a must-read in these days of general meltdown.

A great book. Worth every mojo word. Happy Mojoing!!

This Review Article
was prepared
by



Prof. Rebecca Thomas

Faculty-Business Communications,
SCMS-COCHIN, Prathap Nagar,
Muttom, Aluva-683106, Cochin,
Email: rebecca@scmsgroup.org