



# **Zenobia: The Curious Book of Business: A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys**

*Matthew Emmens, Beth Kephart*

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Zenobia is a former industry giant bedeviled by paralyzing hierarchies, grossly inadequate communications, and distrust. It is a broken place, a fortress doomed to collapse upon itself.

Enter Moira, a young woman responding to a cryptic help wanted ad that asks her to report to room 133A – but there are no directions, no sign of the room, and nobody seems inclined to help her find it. As she moves through the Zenobian maze, Moira makes some surprising discoveries about the power of teamwork and the qualities that define true leaders. Her story is interwoven with that of a long-time Zenobia employee named Gallagher, who watches and comments as Moira tries to find the ever-elusive room 133A.

Zenobia reminds us that imagination is one of the most powerful, and most overlooked, elements of business success. Like Moira, those who succeed see what is not yet there, keep faith in their vision, take risks to achieve it, and inspire others to join them. This unusual book will move readers to take a fresh and fearless look at their own organizations and to remember that leadership is not determined by title or position. Rather, as the want ad Moira answers puts it, “Creative persistence a prerequisite. A desire for the extraordinary an absolute must.”

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