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It would be wrong not to read 'Mistake'

Robert Mittelstaedt PR Week USA Sep 12 2005 18:26

As an entrepreneur and PR business owner, this book really hit home.

The author's insights illustrate that strategic and management mistakes could be more costly to a business than almost any physical disaster. His use of case studies and lessons on how the errors could have been avoided can apply to the everyday life of running any business.

As PR pros, we learn how to create programs for our clients based on strategy and results, but we rarely consider the same guidelines that drive our own success - from running a business or success in school to sports or social relationships. Complete with 38 insights, Mittelstaedt's guidelines serve as warnings for analysis and action in all aspects of life. But make no mistakes? Mittelstaedt says if you do not make any mistakes, you may not be taking enough risk.

Failing to take any risks at all may be the most dangerous type of mistake a business can make.

Title *Will Your Next Mistake Be Fatal? Avoiding the Mistake Chain That Can Destroy Your Organization* **Author** Robert Mittelstaedt **Publisher** Wharton School Publishing (Sept. 2004), 336 pages **Reviewed by** Gini Dietrich, president, Arment Dietrich Public Relations