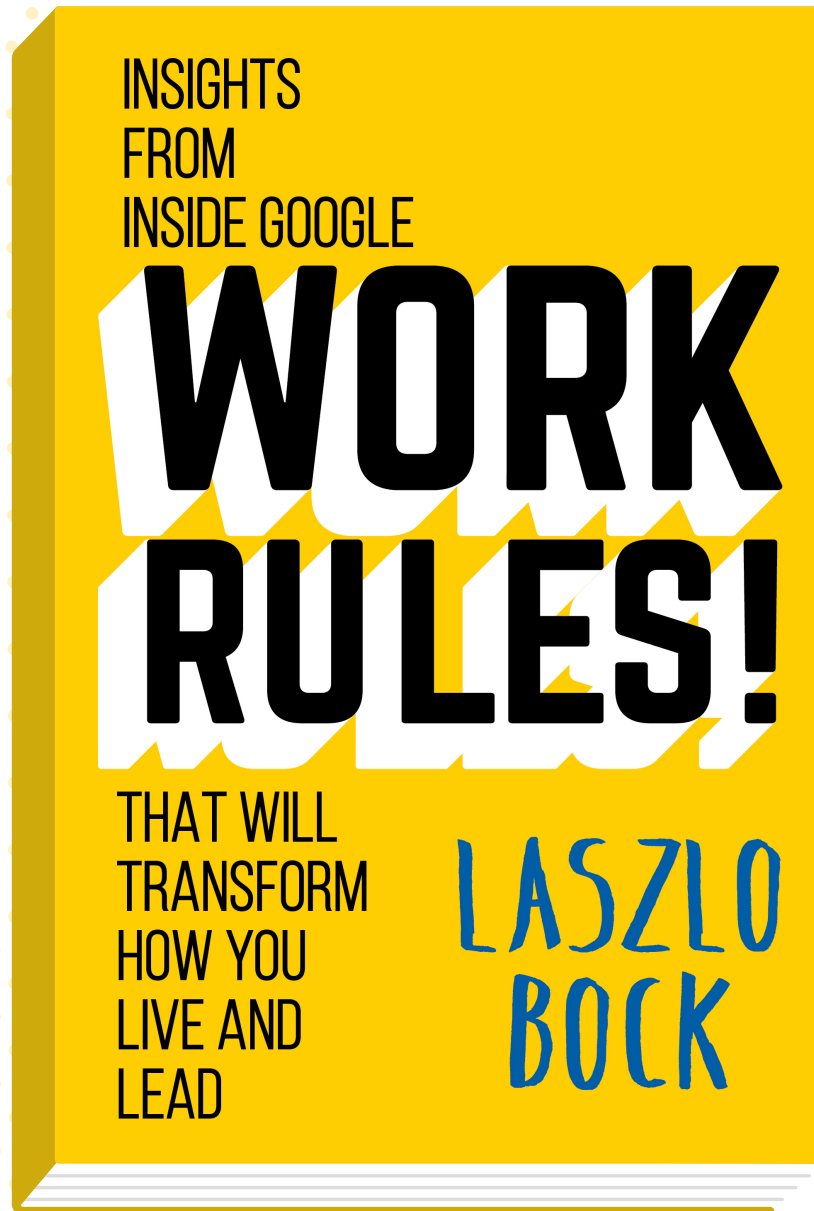


This is an **OFFICIAL MEDIA KIT** *for:*



“We spend more time working than doing anything else in life. It’s not right that the experience of work should be so demotivating and dehumanizing”

– Laszlo Bock

This insight is the heart of *Work Rules!*, a compelling and surprisingly playful manifesto with the potential to change how we work and live.

Drawing on behavioral economics and human psychology, Bock provides teaching examples from a range of industries. He also reveals why Google is consistently rated one of the best places to work, sharing counterintuitive principles that are easy to put into action.

Work Rules! shows how to strike a balance between creativity and structure, leading to success you can measure in quality of life as well as market share. Read it to build a better company from within rather than from above; read it to reawaken the joy in what you do.

biography



Laszlo Bock leads Google's people function, responsible for attracting, developing, retaining, and delighting "Googlers." Bock's earlier experience spans executive roles at the General Electric Company, management consulting at McKinsey & Company, start-ups, non-profits, and acting.

During Bock's tenure, Google has been named the Best Company to Work For more than 30 times around the world and received over 100 awards as an employer of choice. In 2010, he was named "Human Resources Executive of the Year" by Human Resources Executive magazine.

All author proceeds from Work Rules! sales will be donated to charity.

praise for **WORK RULES!**

"A riveting ringside view of people operations at Google. A deft marriage of research and practice that is full of practical tips. It is an indispensable book for all people managers."

—Robert I. Sutton and Hayagreeva Rao, co-authors of Scaling up Excellence

"WORK RULES! is a surprising, unconventional book that is required reading for anyone looking for a job in the tech sector, and for every entrepreneur seeking new modes of innovative thinking."

—Peter H. Diamandis, chairman, XPRIZE; exec. chairman, Singularity

"Work Rules is more than a must-read business book. It's a handbook for high performance teams that win."

—John Doerr, Managing Director of Kleiner Perkins Caufield & Byers

"In WORK RULES!, Laszlo Bock gives an engaging and insightful look into the lessons he's learned in cultivating talent. With a clear-eyed, data-driven look into today's workplace, Bock reveals the non-traditional practices that can fundamentally transform businesses of all kinds, making them magnets for attracting and retaining the very best people."

—Indra Nooyi, Chairman and CEO, PepsiCo

"As a company renowned for questioning our assumptions, it should be no surprise that Google has developed unique and profoundly effective approaches to culture, talent and leadership. By debunking many accepted HR practices WORK RULES! establishes itself as a new testament for managing talent in modern times."

—Tim Brown, CEO of IDEO and author of Change By Design

"The finest book on organizational culture that I have ever read. A treasure trove of transformative, actionable, data-driven ideas for companies of any size and in any industry. WORK RULES! is the essential playbook for creating high-performance cultures that liberate people to do their most important work. The single best system I've ever encountered for inspiring masterful work across an entire organization."

—Tom Gardener, Founder and CEO of Motley Fool

"Some will think that WORK RULES! is a book about Google. It is, but mostly it is much more: a book about how to build people operating systems that permit any organization to get the smartest decisions from their workforce. Clearly written, evidence-based, with practical guidance and a cogent underlying philosophy, WORK RULES! needs to rule the world of work."

—Jeffrey Pfeffer, author of Leadership B.S.: Fixing Workplaces and Careers One Truth at a Time

"WORK RULES! offers a bold, inspiring, and actionable vision that will transform the future of work. This captivating, data-driven book is rich with implications for building an organization that achieves sustainable productivity, remarkable innovation, and a genuine sense of community. It should be mandatory reading for everyone who leads, manages, or has a job."

—**Adam Grant**, *New York Times* bestselling author of *Give and Take*

"Well researched and written with plenty of charm and insight, WORK RULES! is an exceptional book aimed at any manager who wants great ideas for encouraging success from their team . . . an instant classic for the management shelf."

—**Ram Charan**, bestselling coauthor of *Execution* and advisor to boards and CEOs

"Laszlo Bock has written a remarkable book that reveals the secrets of becoming a talent powerhouse. He shows the many benefits of a high freedom culture with a mission that matters. And along the way, he topples pillar after pillar of conventional wisdom on hiring, training, assessing, and compensating the people who power your organization. If you're looking for forehead-smacking insights along with an array of savvy new practices, WORK RULES! is an essential read."

—**Dan Pink**, author of *Drive* and *To Sell is Human*

Laszlo Bock's book is a dazzling revelation: at once an all-access backstage pass to one of the smartest organizations on the planet, and also an immensely useful blueprint for creating a culture of creativity. It should be given to every leader, every entrepreneur, every manager, every student, and every human being who wants to understand how to build a successful, cohesive, high-performing workplace."

—**Dan Coyle**, author of *The Talent Code* and *The Little Book of Talent*

INSIGHTS
FROM
INSIDE GOOGLE

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THAT WILL
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