

## Game of Thrones on Business

Strategy, morality and leadership lessons from the world's most talked about TV show

Tim Phillips and Rebecca Clare

# Watching *Game of Thrones* can turn you into an outstanding leader and transform your business

On 12 April the fifth season of the HBO series *Game of Thrones* will be released to an adoring global audience. If you're not a fan yet perhaps you should be – if only for the sake of your business. While watching the series is incredibly entertaining, it could also revolutionize your business and leadership skills, as a new book shows.

To coincide with the launch of the new season, independent publisher Infinite Ideas releases *Game of Thrones on Business*. Authors Tim Phillips and Rebecca Clare argue that the fantasy series can provide answers to real-world dilemmas, suggesting that as a leader you should encourage those water cooler conversations and office gossip if it's about last night's episode. Your team could be discussing:

- What Tywin Lannister has in common with Steve Jobs (neither favours a mothering style of leadership);
- Why Ned Stark should have had a scenario-planning meeting (just saying that 'Winter is coming' without doing anything about it is career shortening);
- What Daenerys Targaryen can teach us about servant leadership (she frees her slave-employees – and they adore her);
- How to network like Littlefinger (or even BNI's Ivan Misner);
- Why behaving like Jon Snow will just antagonise your boss (being a 'clever little twat' isn't always endearing).

From the intern's desk to the boardroom, every organisation has its own challenges and battles. *Game of Thrones on Business* draws parallels between the successful TV show and today's

frenetic business world. Each chapter offers a great opportunity to improve leadership skills and business strategy without the need for swords or dragons. Taking examples straight from the TV show to breathe life into management theory, *Game of Thrones on Business* demonstrates that the best leadership lessons can be learnt even while relaxing at home.

### About the authors

**Tim Phillips** has been a freelance journalist since 1990, writing about business, technology, social change and innovation. He has written for *Wall Street Journal Europe*, *International Herald Tribune*, *The Times*, *Sunday Times*, *Observer*, *Independent* and *Daily Express* among others. He has also been technology and internet columnist for the *Guardian*. Tim is the author of *Beat the odds*, *Bertrand Russell's The Conquest of Happiness*, *Charles Mackay's Extraordinary Popular Delusions and the Madness of Crowds*, *Niccolo Machiavelli's The Prince* and co-author of *Strategy Power Plays*. **Rebecca Clare** is a business editor and publisher.

### Review copies/contact

An uncorrected PDF proof is available for review, and advance copies will be available in March. Please contact Catherine Holdsworth for more information:

Email: [catherine@infideas.com](mailto:catherine@infideas.com);

Phone: 01865 514888.

*Game of Thrones on Business* is published by Infinite Ideas on 13 April 2015.  
ISBN: 9781908984388, pb, rrp £9.99, 198 x 129mm, 160pp. Also available as an eBook.

Infinite Ideas Ltd • 36 St Giles • Oxford OX1 3LD • United Kingdom  
t: 44 (0) 1865 514888 • e: [catherine@infideas.com](mailto:catherine@infideas.com) • [www.infideas.com](http://www.infideas.com)

Registered in Cardiff 4784500. Registered office: 30 St Giles, Oxford, OX1 3LE.

