

The Ministry of COMMON SENSE BLURBS

“Martin Lindstrom’s delightful romp shows how too many organisations seem designed to drive their customers and employees crazy. And this gem is filled with useful (and fun) tips and tools that will help leaders build teams and organisations where common sense is the rule rather than the exception.”

- **Robert Sutton, Stanford Professor and author of bestseller The No Asshole Rule, among others**

“Martin’s latest book is fun, fast-paced, and as actionable as it is insightful. Get ready to find out all the ways your organization can gain from better common sense. Highly recommended.”

- **Renée Mauborgne, INSEAD Professor and co-author of the over 4-million copy global bestseller Blue Ocean Strategy and the New York Times and #1 Wall Street Journal Bestseller Blue Ocean Shift**

“Laughing aloud while reading a management book is not an everyday experience—and it happened to me dozens of times while reading The Ministry of Common Sense. Martin Lindstrom’s “common sense” approach is wise, humorous, and fundamentally practical. The book offers a path forward for engaging your employees in fixing broken systems to make work better and customers happier.”

- **Amy C. Edmondson, Professor, Harvard Business School; Author, The Fearless Organization**

“With wit and humor, Lindstrom argues that lack of empathy and blind acceptance of politics, technology, rules and regulations can strip us – and entire companies – of good judgment, damaging employee experience, culture, and customer satisfaction. If you are looking for a straight line to customer loyalty and financial success, check out The Ministry of Common Sense. It’s a brilliant reminder that bringing humanity back to business just makes sense.”

- **Liz Wiseman, New York Times bestselling author of Multipliers and Rookie Smarts**

“Essential reading for all of us who feel bogged down in workplace bureaucracy and wish to improve our quality of life at work.”

- **Arianna Huffington, Founder & CEO, Thrive Global**

“THE MINISTRY OF COMMON SENSE forces us all to take a hard look in the mirror if we want to take our businesses to the next level to win big – and do so by simply eliminating needless layers of corporate BRIGHT RED tape. Thanks for this book, Martin because you have saved me from senseless meetings!”

- **Tyra Banks, Supermodel turned Super Businesswoman**

“You will laugh, you will cry, and you will learn the power of common sense in this incredible gift of a book. Oh, and buy one for your boss too!”

- **Chester Elton, Best-selling author of The Carrot Principle, All In, and Leading with Gratitude**

“A good-humored take on a serious subject—we are taking a daily bath in bureaucratic selfsabotage. Plain-spoken and practical; a fun way to learn how to restore common sense to your organization.”

- **Whitney Johnson, award-winning author of Disrupt Yourself and Build an A Team**

“Bloated PowerPoints and endless meetings are just a few of the corporate practices that bog down the workplace in bureaucracy. The result is low morale, squandered productivity and poor decision-making. Thankfully, Martin Lindstrom offers specific solutions to restore common sense to organizations that sabotage their own success.”

- **Carmine Gallo, communication advisor and bestselling author, Talk Like TED**

“A must-read for anyone wishing to introduce more common sense practices and greater empathy in their workplace.”

- **Keith Ferrazzi, Founder and Chairman of Ferrazzi Greenlight**

“Lindstrom proves that, more often than not, the bigger your policy manual the smaller you organization’s common sense. More importantly, he shows leaders at all levels how to reverse that alarming trend.”

- **David Burkus, author of UNDER NEW MANAGEMENT**

“As a business and culture transformation expert, Martin doesn’t just chop off branches and leaves. He goes deep inside organizations to target the roots of inefficiency, impracticality, and general boneheadedness.”

- **Marshall Goldsmith, America’s #1 Leadership Coach**