



# Corporate Voodoo: Business Principles for Mavericks and Magicians

*Rene Carayol, David Firth*

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# Corporate Voodoo: Business Principles for Mavericks and Magicians

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**Corporate Voodoo: Business Principles for Mavericks and Magicians** Rene Carayol, David Firth  
Why do many companies find it so hard to escape the pull of the past? Why do many individuals keep resorting to learned behaviour, the habits and ideas that may have brought them success in the past, but which will leave them adrift in the fast-moving currents of the new economy? What is the spell that keeps them so immobilised? It's the Voodoo...And what is the magic that can release us all - organisations and individuals, leaders and the led, employees and free agents, parents and children and candlestick makers - into a world of power, creativity, connection and achievement? It's also the Voodoo...The power comes from knowing the difference...VOODOO is suspicious of the neat and tidy answer VOODOO inhabits the dreamworld VOODOO asks: Why clarify the contradictions? VOODOO asks: Are you thrilling yourself today? VOODOO asks: Why predict the future when you can make it? VOODOO says: Write your own most compelling story about you VOODOO is not in the cornflakes VOODOO asks: When was your last life-changing moment? VOODOOcelebrates VOODOO is not found in the kitchen at parties VOODOO values the vibe VOODOO asks: In what ways should you be fearful of yourself? VOODOO connects to a powerful future VOODOO says: If you are failing - fail fast VOODOO catches you doing things right VOODOO finishes off your sentences VOODOO practitioners punch way above their weight VOODOO is the goal scorer never the goalkeeper VOODOO is more than mere magic, it's your magic

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