



Business Voyages: Mental Maps, Scripts, Schemata and Tools for Discovering and Constructing Your Own Business Worlds

Richard John Stapleton

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In his tour de force, of Business Voyages, Professor Stapleton combines the values of his pioneering American family, the leadership learned from quarterbacking winning football teams, the insights gained from decades of teaching future CEOs, and practical commercial acumen into a must-read chronicle for those seeking to recover from the economic chaos gripping our nation.

William John Cox, public interest lawyer, retired prosecutor, author and political activist, Los Angeles, California

Business Voyages is four books in one--it is an autobiography (so that we learn something about the author), a brief guide to transactional analysis (to learn briefly about scripts, ego states and games that people play), a small business case book (to learn from others), and it is a book for entrepreneurs (inviting them to look at the available web and other resources, encouraging them to plan a business voyage and challenging them to actually go on that voyage). The entrepreneurs will smile as they go through this book and just look forward to so much that life can bring. From a business learning and teaching viewpoint this book has much to offer.

(Dr.) Bill Dimovski, former student and now Senior Lecturer in Finance, Deakin University, Australia, and a director of various companies engaged in construction and retail activities

In an informative chapter called "Games Educators Play," Richard Stapleton applies his expertise in management and mathematics to a persistent and vexing question: what weight should be given to university students' ratings of their professors. In a significant addition to the debate, Stapleton's hard data show that neither professors nor their students are well served when student ratings are used in personnel decisions.

Judith D. Fischer, Associate Professor of Law, Louis D. Brandeis School of Law, University of Louisville, Louisville, Kentucky

*Business Voyages contains a case by the author's son Jonathan describing his experience from 1994 producing his educational geometric toy and starting Geometoy.com. After licensing the patent and trademark rights to Reptangles™ to the Fat Brain Toy Company, they are now being sold from websites and in stores around Earth. Reptangles™, as discussed on pages 10, 84, 324, 447, 722 and 753 of *Business Voyages*, were shown on the ABC NEWS television program *Good Morning America* July 14, 2010.*

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Judy Bowen:

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