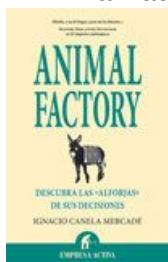


Animal factory

Animal Factory: Discover the 'saddlebags' of your decisions



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The entertaining stories in this book demonstrate the colateral, generally unforeseen, effects of any decision taken, be it at a personal level or in organisations and businesses. These are the 'saddlebags' that accompany decisions. The main characters in this narrative are very human animals or, from another perspective, perhaps it is an animal's view of humans.

With a nod to the central idea of George Orwell's Animal Farm, this funny, entertaining and instructive story teaches the importance of taking into account the colateral, often unforeseeable, effects of any decision a person makes. These unforeseen effects are what the author terms the 'saddlebags' which a donkey needs to carry for it to be useful.

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