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## Book Review

Modern and decades-old management moves are told



In 1996, longtime Economist journalists and editors John Micklethwait and Adrian Wooldridge published *The Witch Doctors*, an explosive critique of management theory and its legions of followers.

Now, Wooldridge gives us his more recent analysis in *Masters of Management*. Instead of criticizing management techniques as loose and undisciplined, he says they are a sign of the profession's vitality and openness to outside ideas.

In spite of their intensive training, he says economists did an abysmal job of predicting the worst economic crisis since the Second World War. For all their sophistication, they are error-prone.

Wooldridge soundly criticizes managers who got caught up in the re-engineering trend. They cut costs, dumped workers, downsized operations and came away with a cure that was often worse than the original problem.

He also explores the current fad of social responsibility. He cites large corporations for huge spending to advertise their earth-friendly tactics, while their goal was to improve the bottom line.

Part of this book focuses on the late Peter Drucker. It may be as important today as it was in 1959, when he coined the term "knowledge worker" and pondered how this new class of employee would fit into the corporation.

Wall Street Journal reviewer Alan Murray says that, while it's not filled with really vital information, it's still a good read.

## OCTOBER EVENTS

NATIONAL BOSS DAY	OCTOBER 16
SWEETEST DAY	OCTOBER 20
HALLOWEEN	OCTOBER 31



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We sincerely love sharing our monthly publication with all our good friends and clients who tell us how much they enjoy receiving our newsletter. Now you can give a FREE subscription to a close friend, family member, or co-worker simply by calling our office at **(847) 854-7700** and giving Marlo or Meghan the person's name and mailing address.

We will send them a welcome letter along with the first issue letting them know that you gave them a free subscription to our monthly "Tidbits for Today" publication. This is a wonderful idea to help your friends and loved ones enjoy the most out of life.

## Work Notes

### Office fridge raiders are hard to catch

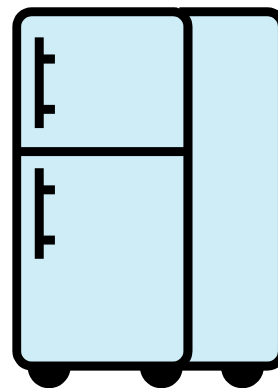
The notorious fridge raider. He or she can't be stopped. No amount of nasty notes; fridge rules; or hidden lunches seem to make a difference.

Even putting your name on a lunch is sometimes not enough.

You can pack a lunch for the food thief or try a different strategy.

Purchase insulated lunch bags with cold packs. You can leave your lunch in an office drawer for the morning. Even drinks will stay cold.

Another idea is to form an office pool for morning donuts, in the hopes that the fridge raider will still be full at lunchtime. Who knows? It could happen!



David N. Rechenberg just settled a car crash lawsuit for \$50,000.00. Large or small, Franks & Rechenberg, P.C. handles them all! If you, a loved one or a friend are injured in a car crash, call today to get David Rechenberg working on your case!

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## Inexpensive DNA test can help you get personalized medicine, find your roots

Genetic test maker 23andMe is asking the Food and Drug Administration to approve its \$299 personalized DNA test. It's a move that, if successful, could boost acceptance of the technology.

The company is part of a new industry that will allow consumers to check their genetic codes for details about their ancestry and future health. Critics, however, say it's not enough to provide medical information without telling people how to handle it.

"It's the next step for us to work with the FDA and actually say, this is clinically relevant information, and consumers should work with their physicians on what to do with it," said CEO and co-founder Anne Wojcicki, married to Google co-founder Sergey Brin. They have invested millions in the privately held company, which is based in Mountain View, Calif. The test, however, is available now, according to Time.

Some things DNA testing can do:

**Spot carrier traits: Discover whether you carry genes for inherited diseases such as Tay-Sachs, as well as recessive genes that predict eye color.**

**Personalize medical treatments: Help your doctor estimate the effectiveness of various medicines so proper doses can be prescribed.**

**Detect your origins: Find unknown relatives who share your genetic code, and tell your geographic origins.**



### How to solve sudoku puzzles

To solve a sudoku, you only need logic and patience. No math is required.

Simply make sure that each 3x3 square region has a number 1 through 9 with only one occurrence of each number.

Each column and row of the large grid must have only one instance of the numbers 1 through 9.

The difficulty rating on this puzzle is easy.

### Spooky Sudoku

			3	9				
		5						7
	9					1		
					4	6		
			9					1
4	3		6	5				
	5	7				3		
		2	4					8
9		1			5	2		

### Health in the News

Bad cholesterol (LDL) still trumps the good kind (HDL)



Researchers at Duke University have found that efforts to increase HDL, the good cholesterol, have little effect on lowering cardiovascular disease risk. They were surprised to find that having a high good cholesterol number did not protect against having a heart attack.

The researchers also found that people with very low levels of good cholesterol were more likely to have a heart attack, but efforts to raise HDL didn't make much difference.

At the same time, they say doctors and patients should focus on reducing bad cholesterol numbers with such steps as stopping smoking, controlling blood pressure and blood sugar, maintaining a healthy weight, exercising regularly, and taking a statin if it's recommended.

**Know a friend who was arrested for DUI? Offer them great advice! Tell them to call David Franks at (847) 854-7700 NOW!**

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## NFL bumps up its prime-time offerings



The National Football League has given its regular season 2012 schedule more prime-time games than ever before.

By playing Thursday night TV games, the league will offer at least two weeknight games during its first 15 weeks.

Additionally, the New York Giants will host the Dallas Cowboys on Wednesday, September 5. The rare Wednesday night game is scheduled to avoid President Obama's address at the Democratic National Convention on Thursday night.

The opening weekend will also feature Peyton Manning's debut with the Denver Broncos vs. the Pittsburgh Steelers on Sunday Night Football.

Week one concludes with a Monday Night Football doubleheader with the Cincinnati Bengals at Baltimore Ravens and the San Diego Chargers at Oakland Raiders.

The NFL Network's Thursday night package kicks in the following week as the Green Bay Packers host the Chicago Bears in the league's longest-running rivalry.

With the exception of a Thanksgiving triple-header in Week 12 (Nov. 22), NFL Network will air 13 contests between weeks 2 and 15, ensuring all 32 teams will appear in prime time.

Also in Week 12, on Nov. 25, the New Orleans Saints host Alex Smith and the San Francisco 49ers in a rematch of their thrilling NFC playoff game. The Saints schedule will be scrutinized after the team's bounty program scandal.

The Saints' bye week ends in Week 6, says USA Today, meaning interim head coach Joe Vitt's six-game suspension won't be completed until after the team's Week 7 date at the Tampa Bay Buccaneers on Oct. 21.



## How to pick the right hiking shoe



There's no need to pay a lot for fancy footwear to take simple walks. Trail shoes or cross trainers will do, says Karen Barger, author of *Hiking Light*.

Quoted in *Health*, Barger says if you will be backpacking in mud or hiking in an area with rocks, you will need boots for more protection.

\* When selecting a hiking shoe, always try them on. Shop late in the day when your feet are somewhat larger. Make sure your foot doesn't slide forward in the shoe on an incline.

\* The shoes should fit securely around the instep and ankle. Your toes should have wiggle room and you should be able to put a finger between your heel and the back of the shoe.

Buy a light shoe. Skip all-leather styles unless you have very weak ankles, because all-leathers are heavier.

**Do you have a friend who was injured in a car crash, hurt at a construction site, or injured as a result of a defective product? Are they wondering how to hire a personal injury attorney, and what questions to ask? Give that friend great advice. Ask them to order the FREE audio CD "How to Choose an Illinois Personal Injury Attorney" by calling (847) 854-7700.**

**You can also order one for yourself or one to hand out to family and friends.**

## Recent laws spur interest in gun-safety classes



Last November, Wisconsin became the 49th state to allow people to carry concealed weapons. Illinois is now the only state to forbid the practice.

A growing number of people, many of them women, are now acquiring guns for self protection, says Don Cates of Saint Louis University School of Law, an expert on the subject.

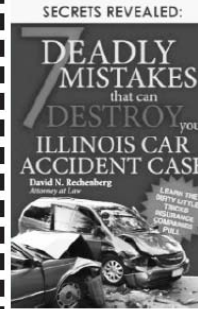
Cates says women used to be told that owning a gun was a man thing. Now they are being told that they should be able to defend themselves. To accommodate the increased number of students in gun classes, the National Rifle Association now has 155,000 trained instructors.

Caroline Brewer of the Brady Campaign to Prevent Gun Violence says carrying guns in public endangers more lives than it saves.

At New York University, they say USA is actually at an all-time low for per-capita gun ownership at one in three. In the 1970s, it was one in two.



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Book not available free for attorneys or insurance company employees.  
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### Tasty news

#### Dry summer equal sweet taste

The dry summer brought one nice effect: growers of everything from beets to watermelon report that produce flavors intensified. The hot weather hastened maturity and builds higher levels of sugars and other key compounds.

Crop specialists at Colorado State University say the cantaloupes and peaches are the sweetest ever. Micro Creams?

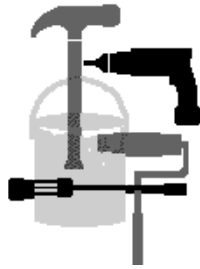
You've heard of micro breweries that make beer by their own new recipes. Now, we have microcreameries that are churning out new and sometimes unbelievable flavors. They may include Cherry with red wine, Avocado, Chocolate-orange-peppercorn, Mango Isassi, Cayenne cantaloupe sorbet, Black sesame, and Sweet corn.



**INJURED ON THE JOB?** Need to get your bills PAID? Wondering how the new Worker's Compensation Law will affect your case? Want to know what your case is worth? CALL David N. Rechenberg at (847) 854-7700 for answers to your questions and so he can start working on your case!

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Making home changes that are simple, less expensive



The remodeling trend today focuses on a move to informal living. Home owners want a comfortable and functional place in which to live.

About 61 percent of consumers say they work to get the most from their remodeling dollar, according to a survey by Better Homes and Gardens. One reason: home equity loans are not as easy to get, so more remodelers are paying with cash savings.

Duo Dickinson, author of *Remodel your Home to Get the Home You Want*, says these are the most popular projects now.

\* Remodelers want to connect with the outdoors with larger windows and with decks and porches.

\* The livable kitchen is the new living room. People want to enjoy a lot of different activities there so chairs are being made comfy for lounging. Walk-in pantries replace cabinets, which can block views.

\* They want more-open floor plans that connect the kitchen to more than one other room.

\* Smaller master baths are a trend. To save space, skip the spa tubs in favor of larger showers and vanities. Focus more on finishes than cabinet size.

\* Mudrooms or "drop zones" are popular as Americans work to reduce clutter and make their homes more orderly. If there's no room for a mudroom, creating a "drop zone" for shoes and boots will do.

\* Universal design. Baby boomers are building wider doors, which can accommodate wheel chairs, and step-free showers. Because they don't know what their physical conditions will be later in life, they may also widen hallways.

Universal design is the fifth-most-popular feature in kitchen remodels and the third-most-popular feature in bathroom remodels.



**Driven to Defend Those Accused of DUI**

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Mountain Lion for Macs:  
well worth the \$19.99 price for an upgrade



When the Mac OS X Mountain Lion operating system is loaded, it looks familiar to users of the iPad and iPhone. But its added features will please Mac owners. The system is closer to the iOS operating system at the heart of Apple's prized tablet and smartphone.

iPad and iPhone users will recognize such iOS fixtures as Notification Center, Notes, Reminders, Game Center, Messages, Dictation and AirPlay Mirroring.



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**It's OK to have a good opinion of your capabilities**

Self-deception isn't really lying to yourself, it's deeper and more complicated than that. Almost everybody does it.

Believing you're more talented or intelligent than you are can help you do a difficult job, and it can help you influence and win over others, says Robert Trivers, an anthropology professor at Rutgers University.

People who believe themselves to be great public speakers, for example, feel better as they perform and have a confident style that persuades others.

At Harvard Business School, Professor Michael I. Norton says self-deception is one of the most puzzling things people do, but it can be a way of fooling yourself to your own advantage.

As early as age three, children have a "positivity bias" and tend to see themselves as smart regardless of their abilities, says a 2010 study in the journal *Child Development Perspective*.

It takes self-discipline to keep self-deception from becoming a problem on the job or in relationships. Preoccupation with achievement or public image is one sign. Saying you'll handle a chronic problem sometime in the future is another.

The trick, says Dr. Norton, is finding the fine line. A little bit of self deception isn't an unhealthy thing. A lot of it is very unhealthy.

Benefits tend to come when you block out negative thoughts, envision yourself enjoying future success, and take an optimistic view of your abilities, all of which improve performance or persuasive ability.

***FREE...FREE...FREE!!! Do You Have Questions About Certain Legal Issues That You Need Answered?***

We love to hear from all our good friends and clients who enjoy reading our monthly newsletter. If you have a question regarding *car accidents, on the job injuries, dog bite cases, trip and fall cases DUI, or criminal charges*, please feel FREE to give us a call at (847) 854-7700. In fact, we've prepared several Reports on these topics that you can obtain for FREE.

**The aluminum bodied Ford F-150 will be just as strong, get better mileage**



**Ford Motor Co. is working on one of the biggest changes in its 108-year history. Its F-150 pickup trucks are changing to a mostly aluminum body.**

**The redesign will help meet tougher federal fuel-economy targets that are starting to have wide-ranging effects on Detroit's auto makers. Ford will have to overcome numerous obstacles to make the change. Once it's done, they'll have to convince pickup truck buyers that aluminum is as tough as steel.**

**New fuel economy regulations require that a U.S. vehicle fleet average 54.5 miles per gallon by 2025. Ford's switch to the lighter metal should cut the weight of the F-150 truck by about 700 pounds, say Ford executives, or roughly 15 percent.**

**The F-150 is the one of the most popular pickups in the United States. It's used by farmers, construction companies and suburbanites. In addition to the aluminum body, the new F-150 is getting a more muscular look.**

**In the future, the lighter weight could allow the use of a smaller engine that would further boost fuel economy.**

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## THE COOKIN' CORNER... for October

### Streusel baked apples

1/3 cup walnuts and  
1/3 cup pecans,  
chopped medium fine  
1/4 cup golden raisins  
1/4 cup packed dark brown sugar  
1/4 teaspoon salt  
1/2 teaspoon cinnamon  
1/4 teaspoon ground pumpkin pie  
1/4 cup rolled oats  
4 tablespoon cold, cubed butter  
6 medium Pink Lady apples  
1 1/2 cups apple cider

Preheat oven to 350 degrees.  
Combine walnuts, pecans, raisins,  
sugar, salt, spices and oats in a small  
bowl. Add butter cubes and toss.

Peel the top third of each apple.  
Scoop out the stem, seeds and enough of  
the apple core to leave 1/2-inch thick  
walls, using a melonballer. Stuff each  
with filling, mounding it on top.

Place in a 2-quart baking dish and  
pour cider into the pan. Cover the pan  
with foil. Bake 45 minutes, removing  
foil every 15 minutes to baste the  
apples. Remove foil and bake an  
additional 30 minutes, continuing to  
baste, until the apples are easily  
pierced with a sharp knife.

Drizzle with sauce from the pan.



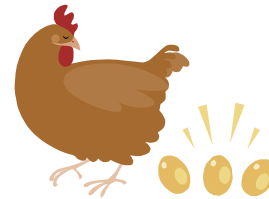
### Congratulations To Our Client Of The Month!

Every month, we choose a very SPECIAL client. It's our way of acknowledging our great clients and saying thanks to those who support our firm by telling others about us.

This month's Client of the Month is **Nate Gonzalez**. We're treating **Nate** and a friend to popcorn and the movies!

### The egg and you

Remember, people will judge you by your actions, not your intentions. You may have a heart of gold; but so does a hard-boiled egg.



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**What's Inside?**

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**The Answers To These And Many Other  
Questions Are Inside The October 2012 Issue!**

