



Eat or Be Eaten!: Jungle Warfare for the Corporate Master Politician

By Phil Porter

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Eat or Be Eaten!: Jungle Warfare for the Corporate Master Politician By Phil Porter

Eat, or be eaten. To Phil Porter, that sums up the golden rule of corporate America. With tongue firmly in cheek and an eye on his back, this veteran corporate shark reveals just how those master corporate politicians operate--and how to beat them at their cutthroat game. Porter outlines 81 survival skills and battle tactics to protect everyone who isn't a tyrant CEO--and arm anyone who aspires to be one. Among the battle tactics are the art of the personal attack, leveraging your worth by threatening to quit, and shifting focus and blame to others for your screw-ups. Eye opening, hilarious, and chilling, EAT--OR BE EATEN! has the lowdown on what it takes to survive--and prosper--in even the most fiercely competitive corporate jungle. There is nothing subtle about the way Porter advises that the game be played--you play ruthlessly and play to win!

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Editorial Review

Amazon.com Review

It's a jungle out there. And in *Eat or Be Eaten*, 30-year corporate veteran Phil Porter reveals what he claims are the secrets to clawing your way up the workplace food chain: using stealth tactics long employed by master corporate politicians to successfully negotiate between their workers and their bosses. Some will find Porter's view of the contemporary executive suite as cutthroat-safari-in-the-Kalahari a bit too cynical; others will enjoy the way he plants his tongue firmly in his cheek. But few will deny the underlying truth in the hundred or so strategies he prescribes for "a fighting chance to survive." Porter frames his suggestions with headings like Work Overtime ("bosses eat this up," he begins), Agree and Do What You Want ("by the time they find out ... you've gained at least another month or two"), and Intimidation ("a very effective tool ... if it is serious and guaranteed to be implemented"). By categorizing and fleshing them out, he offers a not-so-pretty version of corporate America while providing realistic advice for those who have to Tap Dance ("the art and practice of defending yourself to a hostile audience") or deal with someone who must. --Howard Rothman

From Publishers Weekly

It often seems as if people hoping for a promotion lose out to someone less deserving who "knows someone who knows someone" or is otherwise connected to a company's ruling ranks. Unfortunately, moving up the corporate ladder is not simply a matter of accomplishments or hard work. Successful corporate executives are not necessarily the smartest or the most experienced people in a business, according to Porter, who has worked for such companies as McDonnell Douglas and General Dynamics. Instead, those who succeed have often mastered survival skills that anyone can learn. Among Porter's recommendations: "Hiring people who are as good or better than you are is wise both for you and your organization"; "Do what you have to to win. If you don't the other guy will, and you'll wind up working for him." Readers will easily recognize different office personality types from Porter's descriptions. He urges everyone to develop nonwork affiliations asuch as coaching Little League, joining a community organization or volunteering for a charity. Abecause connections formed from these activities almost always help in the workplace. His irreverent, macho tone and anecdotal advice make this book lively, although more earnest readers may put off by Porter's two-fisted tactics and the occasionally lengthy anecdotes that surround his kernels of advice. (June)

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From Library Journal

After spending three decades in the corporate jungle with major firms like McDonnell Douglas and General Dynamics, Porter wants to share two lessons drawn from his experience: how to be a master corporate politician and what a master corporate politician can do to survive. He drops approximately 116 "rules" into 15 chapters, each of which focuses on a similar set of survival tactics. Some as simple as buttering up your boss or joining the local country club, others more complex, such as what to do when you know you are going to fail. Porter shows lots of street smarts and common sense, but he also describes some truly unpleasant and occasionally dishonest tactics, for example, personal attacks or faked documents. He does not advocate using unethical means but points out how to counter them to your benefit. This is not a deep book. There is almost no mention of any management theory, nor are there footnotes or a bibliography. If Harvey Mackay's *Swim with the Sharks Without Being Eaten Alive* was popular in your library, then this could be, too. An acceptable purchase for public, undergraduate, and two-year academic libraries. DPatrick J. Brunet, Western Wisconsin Technical Coll., La Crosse

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