



## **Green Weenies and Due Diligence: Inside Business Jargon - Raw, Serious and Sometimes Funny**

**By Ron Sturgeon.**

**Mike French & Co., 188 pages. \$28.95**

Quick: define any or all of these terms sometimes used in business - "long pole in the tent," "deal toy," "sharing teeth," "bag of snakes."

Don't look for any help here. To learn what these and hundreds of other weird, silly and amusing terms mean, you'll have to pick up Ron Sturgeon's book. It's literally a dictionary, divided by general subject - management and strategic issues, sales and marketing, etc. - of the phrases that the office cognoscenti bandy about around the water cooler.

It isn't all entertainment: some chapters are filled mostly with commonly understood business terms. But the fun is in the offbeat. Abetted wonderfully by drawings from the artist of the macabre, Gahan Wilson, this book is a guilty pleasure, pure and simple.