

Entrepreneur

'Levity' and 'Awakening'

This month's books focus on fun and future.

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"Work is not supposed to be fun" is one of the hoariest axioms in business. In *The Levity Effect* (Wiley, \$22.95), bestselling author Adrian Gostick (*The Carrot Principle*) and humorist Scott Christopher take it on, explaining why it pays for **entrepreneurs** to laugh a little. The authors **treat** the topic seriously, including research and expert opinions to draw a correlation between lighthearted leadership and loyal employees, satisfied customers, and higher profits. It also offers ideas for fluffing up your company's mood.