

Heward, Lyn (Author)

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For anyone who has ever marveled at the creativity, athleticism and magic of Cirque du Soleil, this book is a jewel that explores the showmanship, challenges and philosophies that have made Cirque an international sensation. Using a fictional narrative, Heward (former president and COO of Cirque's creative content division) and journalist Bacon follow a sports agent named Frank as he seeks the drive and enthusiasm that have faded from his career. Through a chance encounter while in Las Vegas, Frank sees a Cirque du Soleil performance and is enchanted. Before long Frank takes a leave of absence from his job and starts training with Cirque athletes in Montreal while giving the reader a behind-the-scenes look at how the Cirque sensation is created and the underlying philosophy. He gleans lessons on the value of working for a common goal, creating a meaningful experience for customers, using failure as a learning tool and how to reinvent oneself to find life's true path. While the scenarios that Frank encounters often seem too convenient, the book is captivating and offers important lessons that can be applied to many aspects of modern life.(Apr.)

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