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RANDOM ACTS OF MANAGEMENT

A DILBERT®BOOK
BY SCOTT ADAMS

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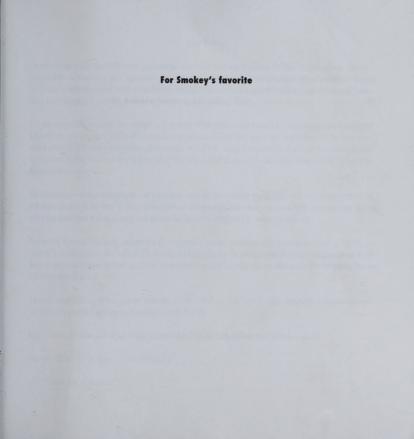
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Introduction

I keep reading stories about CEOs of large companies who make hundreds of millions of dollars in stock options. There is some debate as to whether this is appropriate. One argument is that these CEOs are visionaries, uniquely qualified to create spectacular stockholder value. Another possibility is that CEOs are just showing up and shuffling things around until something lucky happens. I'm leaning toward the "showing up and shuffling" theory.

I'm not saying CEOs are dumb. Put yourself in their shoes. When you're a CEO the only information you have is what your subordinates give you. And they're all unscrupulous sycophants. The last thing you'd ever hear is the truth. So there you are, a powerful CEO astride some mammoth enterprise, armed with no useful information whatsoever. You know you have to do something but there's no way to know what. Your only rational strategy is to do random things until something lucky happens, then take credit.

The alternative—acting nonrandomly—is a sure loser. Let's say, for example, you're a CEO and you fire everyone whose last name starts with the letter M. That's a clear pattern, and not a good one. Everyone would think you were a nut. You see, when you don't have a good strategy, any activity that looks like a pattern just makes you look bad.

Conversely, if you act randomly, reorganizing for no particular reason, promoting idiots, merging unrelated businesses, spinning off a few divisions—that looks like leadership. It's leadership for the simple reason that your employees never would have made those changes on their own. Later, when something lucky happens, you can take credit. If nothing lucky happens, call it a transition period.

I wonder what CEOs say to their spouses in private. Do the CEOs begin to believe that their management decisions are connected to the results? I bet they do. It probably sounds like this:

CEO: "Honey, I fired my VP of marketing because I didn't like his shirt, and our stock went up a point!"

Spouse: "Didn't the Fed lower interest rates today?"

CEO: "Try to stay on the topic."

Speaking of other topics, you can still join Dogbert's New Ruling Class (DNRC) and receive the free *Dilbert* newsletter whenever I feel like it, which turns out to be about three or four times a year. When Dogbert conquers the earth, those not on the list will become our domestic servants, except for the CEOs, who have no useful skills.

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J. Hyami

Scott Adams



NEW POLICY: EMPLOYEES ARE NOT ALLOWED TO EAT AT THETR DESKS.

































THE LONG-TERM GOAL IS TO TRAIN YOUR CUSTOMERS TO MAIL YOU MONEY EVERY TIME THEY SEE YOUR ADVERTISEMENTS.































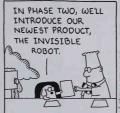






























































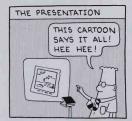






























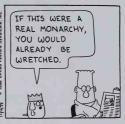
































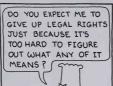
























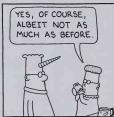
































THAT'S FASCINATING.









































... AND LET'S SAY























































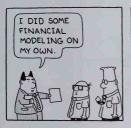












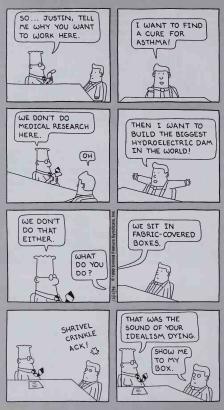




























































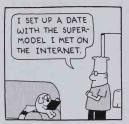








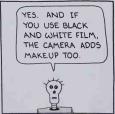












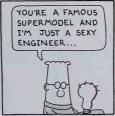














WE MUST MAINTAIN
A SENSE OF URGENCY.
SPEED IS THE KEY. WE
MUST BE FASTER THAN
THE COMPETITION.

















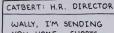












YOU HOME. SHORTS
ARE NOT ACCEPTABLE
DRESS.







FOR THE TENTH YEAR
IN A ROW, THE
EMPLOYEE SATISFACTION
SURVEY SAYS MORALE
IS LOW.



MANAGERS' BONUSES ARE LINKED TO THESE RESULTS. YOU CAN BE SURE WE'LL MAKE BIG CHANGES...





THE COMPANY WILL NO LONGER PAY FOR NEWSPAPER SUBSCRIPTIONS.



I PAY FOR THIS









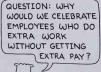
















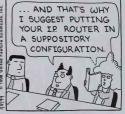




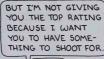




































I DON'T OWN A









































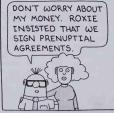






































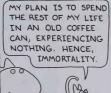






















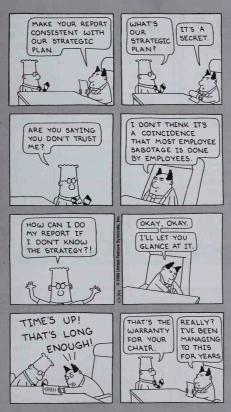


















WE DIDN'T INCLUDE ENGINEERS IN THE PRODUCT PLANNING SESSIONS BECAUSE...
UM... BECAUSE...























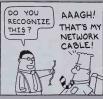






































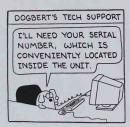
HI, GUYS! WHAT ARE























I'D LIKE TO SPEND THE FIRST HOUR DEFINING WHAT "INFORMATION TECHNOLOGY" MEANS.











I'M ON VACATION

TOMORROW, SO I'LL







































































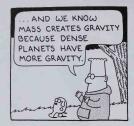


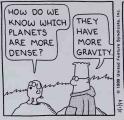
















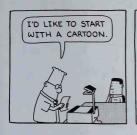




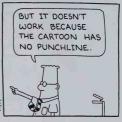


































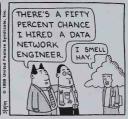










































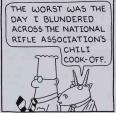




































HAVE YOU NOTICED

























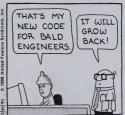






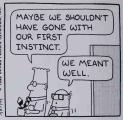




































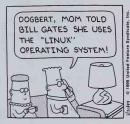
















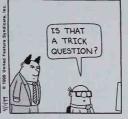




WHOA! DO YOU THINK













































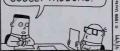




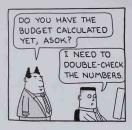


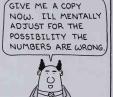


TE YOU HAVE ANY RESPECT FOR MF OR THE BUDGET PROCESS. YOU WILL NOT ASK FOR SUCH OBVIOUS BUDGET PADDING.





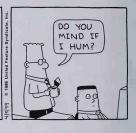
















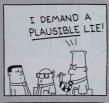


























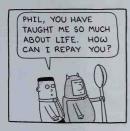




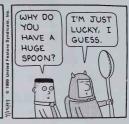




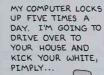


















































THEN DISCOURAGE PEOPLE BY MAKING THEM ANSWER AN OMINOUS LIST OF PERSONAL QUESTIONS.



- 1. WHAT IS YOUR HOME ADDRESS?
- 2. WHEN DO YOU SHOWER?











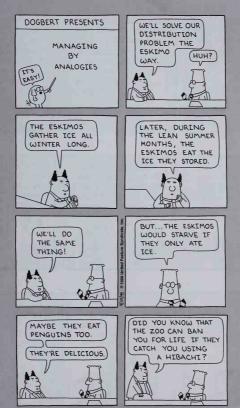










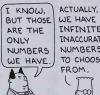


























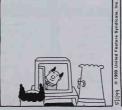


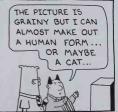
















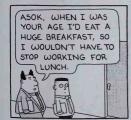










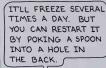










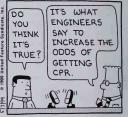










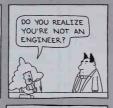












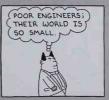






























I ASSUME THAT IN PHASE TWO OF THIS PROJECT I WILL FIND MEANING.







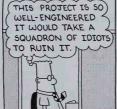








































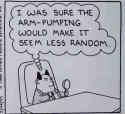








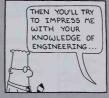














































































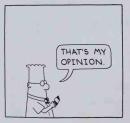








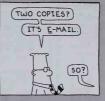






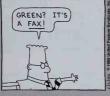






















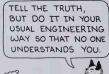










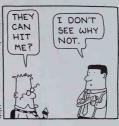






































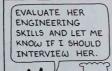




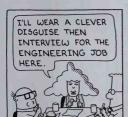












IF HE OFFERS ME MORE MONEY THAN I MAKE NOW, I'LL TAKE THE JOB.













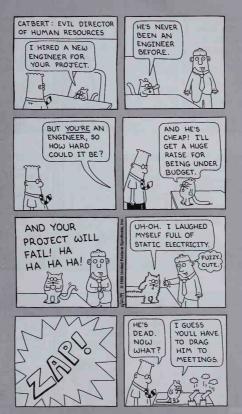




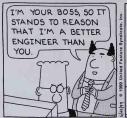


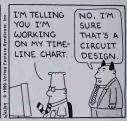










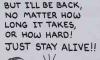


























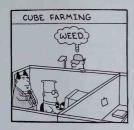






















































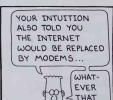










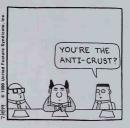




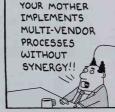
MEANS





































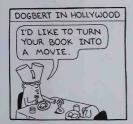






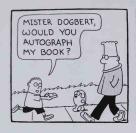






















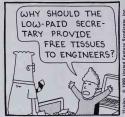








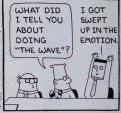








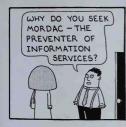


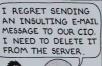
















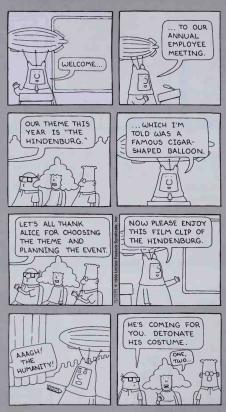


















n Random Acts of Management, cartoonist Scott Adams offers sardonic glimpses once again into the lunatic office life of DILBERT, Dogbert, Wally, and others, as they work in an all-too-believably ludicrous setting filled with incompetent management, incomprehensible project acronyms, and minuscule raises. Everyone, it seems, identifies with DILBERT, who struggles to navigate the constant tribulations of absurd company policies and idiot management strategies.

Syndicated since 1989, DILBERT appears in more than 1,900 newspapers in sixty-five countries. DILBERT also appears in his own weekly television show, and on calendars, greeting cards, and Dilberitos.

Cartoonist Scott Adams spent plenty of time in his own cubicle world, working in a bank and for a telephone company before moving full-time to his home office in 1995. In 1997, he received the Reuben Award, cartooning's highest honor. Adams lives in California.

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