



## Ping: A Frog in Search of a New Pond

By Stuart Avery Gold

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**Ping: A Frog in Search of a New Pond** By Stuart Avery Gold

**In the tradition of *Who Moved My Cheese?* here is a parable about change, overcoming obstacles, and making a leap of faith.**

This simple, inspirational tale follows the journey of Ping, a frog in search of a new pond, preferably one good for long-distance jumping. Along the way he meets Owl, an insightful teacher who shares his wisdom, encouraging Ping to take an inner journey before pursuing his goal. Not everything goes as planned, but Ping learns how to "go with the flow, because the flow knows where to go."

Ping represents everybody who has encountered a setback, needs to take a risk, or is struggling with the challenges of change—that is to say, he is all of us. Owl is the mentor who helps him find meaning and leap to new heights. The adventure they embark on together is both engaging and revealing.

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### Editorial Review

From Publishers Weekly

A glib amalgamation of Taoism, business advice and self-help axioms, this brief, cutely illustrated business parable seeks to capture fans of *Who Moved My Cheese?* Gold (*Tiger Heart, Tiger Mind*, etc.) follows the adventures of a frog named Ping, who's forced into risky adventure when his pond dries up, compelling him to seek out a new place to hop. Along his search, Ping comes under the tutelage of Owl, a wise old bird who teaches Ping about "the Way" and the "intentional life" and who often speaks in Yoda-ish constructions (e.g., "Persistent you are. I'll grant you that"). Meditation sessions with Owl lead Ping to a host of revelations, including the promise that he "will build [his] risk-taking confidence, starting with small risk, working [his] way up until [he is] comfortable and confident in the taking of larger risks." Inspiring to some, soporific to others, this book will probably move fastest at airport bookstores. (*Dec.*)

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### Review

"Gold's writings are a blend of business advice and spiritual teachings for the 21st Century entrepreneur."  
—*Newsweek*

"Ping combines the tradition of *Who Moved My Cheese?* with *Jonathan Livingston Seagull*...Stuart Gold's writing style is moving and witty." —*New York Post*

"Gold taps into the spirit of self-discovery to encourage readers to take risks." —Guy Kawasaki, author of *The Art of the Start*

### Review

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##### **Martin Adams:**

Have you spare time to get a day? What do you do when you have much more or little spare time? Yeah, you can choose the suitable activity regarding spend your time. Any person spent all their spare time to take a walk, shopping, or went to the particular Mall. How about open or perhaps read a book allowed Ping: A Frog in Search of a New Pond? Maybe it is to get best activity for you. You realize beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with their opinion or you have various other opinion?

##### **William Painter:**

Typically the book Ping: A Frog in Search of a New Pond will bring you to definitely the new experience of reading the book. The author style to explain the idea is very unique. When you try to find new book you just read, this book very suitable to you. The book Ping: A Frog in Search of a New Pond is much recommended

to you to see. You can also get the e-book from your official web site, so you can quicker to read the book.

**Dawn Hicks:**

Ping: A Frog in Search of a New Pond can be one of your starter books that are good idea. We all recommend that straight away because this guide has good vocabulary that will increase your knowledge in terminology, easy to understand, bit entertaining however delivering the information. The author giving his/her effort that will put every word into satisfaction arrangement in writing Ping: A Frog in Search of a New Pond yet doesn't forget the main stage, giving the reader the hottest in addition to based confirm resource info that maybe you can be among it. This great information can drawn you into brand-new stage of crucial pondering.

**Jennifer Larson:**

In this period of time globalization it is important to someone to receive information. The information will make professionals understand the condition of the world. The fitness of the world makes the information quicker to share. You can find a lot of personal references to get information example: internet, paper, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. The book that recommended for you is Ping: A Frog in Search of a New Pond this reserve consist a lot of the information on the condition of this world now. This kind of book was represented just how can the world has grown up. The dialect styles that writer value to explain it is easy to understand. Typically the writer made some analysis when he makes this book. Honestly, that is why this book acceptable all of you.

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