



About Jenga: The Remarkable Business of Creating a Game that Became a Household Name

By Leslie Scott

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Millions have played the game Jenga, but few know the surprising story of the woman who created the game. From cattle ranches in Africa to the royal tennis courts in London, the story of Leslie Scott and Jenga weaves an adventurous tale of personal triumph and business success with keen insights into the secrets behind launching one of the best-known brands in the world.

An English expatriate born and raised in Africa, Scott became a phenomenally successful woman in the male-dominated toy business through relentless curiosity and tenacious belief. Her unconventional path to success was driven by her unorthodox approach, her penchant for risk, and her passion for adventure. Along the way, she came to understand how certain ideas transform themselves into successful products. Through expert storytelling, Scott illuminates basic business concepts with unconventional linkages from explaining what African cattle and medieval heraldry can teach us about branding to discovering the keys to market differentiation by examining a coral reef.

Scott entertains with style, grace, and free-flowing intellect. Enter a fascinating world of creative success, practical business lessons, and hilarious but true stories.

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Editorial Review

About the Author

Leslie Scott was born to an expatriate family in Africa and educated in England. She is the creator of Jenga, the second-best selling game in the world, and the co-founder of Oxford games. One of the world's few professional game designers, Scott spends her time in the Oxford countryside and the African plains with her two children and her husband.

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