

## Traffic is Life.

Traffic is Life is a self-help book based on a look at common traffic patterns and driving in traffic as a metaphor for life. It is a light-hearted ramble through the day of a motivational trainer, Sam, and his coworkers, Pam, Alison, Bob, John, and Josh as they work together to build their consultation business and brainstorm with each other on common themes, which Sam eventually adds to his traffic idea.

Written as a personal narrative, Sam allows the reader to gain gradual insight into the metaphor using clear, simple statements and relevant quotations from famous personalities that will appeal to people at all levels. As Sam goes through his day, he relates how traffic reflects many kinds of ordinary daily situations-- the highway, the road block, the detour, and the toll road are all redefined in relation to ordinary life events. They are then incorporated into experiential learning theory and creatively used to define individual lifestyles and personalities. Four personality types are outlined in the book: the race car, mini-van, bicycle, and bug. A quirky, funny Traffic is Life test is included at the end of the narrative which will have readers laughing aloud as they work through it to determine which characteristics best describe themselves.

This is a charming and educational reading experience, somewhat akin to books such as Orbiting the Giant Hairball, Who Moved My Cheese, and The One-Minute Manager series.

