**[Smart](https://www.amazon.com/gp/profile/amzn1.account.AHTOJ62QC5GPV3R4JJW32YDTR4GA/ref%3Dcm_cr_dp_d_gw_tr?ie=UTF8) Man Reviews**

Licensing and entertainment veteran Michael Peikoss and Looney Tunes artist Fred Bode have just released a book that’s sure to turn your own frustrations into laughter. Titled A Smart Man Wouldn’t Have Thought About That, the book is a short and punchy read based on the witty and occasionally acerbic musings of Peikoff’s father Elliot, who was well-known throughout the American entertainment industry. “Some people are fortunate enough to have a father who is—or was—their best friend,” said Peikoff. “Elliot was my hero and my closest friend who inspired me with his integrity and humanity. He was born with a razor-sharp wit which served as a catalyst for his peerless success as a salesman. Writing this book about his many chucklesome quips was a great labor of love for me.” A Smart Man Wouldn’t Have Thought About That is a 35-page book filled with treasured quips and “knee slappers” called “Elliotism’s” from Peikoff’s late father. From what I’ve seen of the book so far, it’s packed full of quips that speak to anyone who’s worked in business and particularly licensing, where it’s all about the deal. Some of the Elliotisms I liked included, “I’m working on so many deals I don’t know which is gonna fall through first,” or “How many people do you have working for you, Elliot? …  About HALF of them!” One joke in particular could have been a motto for the entire pandemic era, as Elliott once said, “Business is looking up, if you happen to be lying on your back.” Since I have fond memories of lying on my back for three weeks, trying to fight brain fog while writing articles for The Licensing Letter, I know exactly what he means! The book is a short and entertaining read, particularly because Elliott Peikoff’s witty remarks are illustrated by the legendary Looney Tunes artist Fred Bode, who captures the humor in his illustrations and brings them to life. The people most looking forward to this book are the ones who knew Michael Peikoff personally, and remember his anecdotal stories about his father’s clever bon mots.The new book is published by Kent Press, an imprint of Kent Communications, Ltd., a Connecticut based publisher that specializes in licensing and intellectual property topics.It currently publishes Licensing Tales, The Business of Licensing and an earlier series called the Basics of Licensing, which has three editions. Kent Press has also published The Toy & Game Inventor’s Guide, A Primer on Licensing, Licensee Survival Guide, Guide to License Artwork, Trademarks for Entrepreneurs and the Essentials of Technology and Patent Licensing. To my knowledge, this is the first comedy book from Kent Press. Licensing Letter

“If you are in the world of business or sales, when you read this collection—and you will over and over again--you will both laugh and wince as you relate to every word.” David Grant, Former President Fox TV Studios

 “The ultimate business humor book filled with witty quips from a true road warrior. You will laugh aloud and enjoy the clever illustrations by the peerless artist Fred Bode!” Karen Mctier, Former Warner Bros EVP Global Consumer Products

“The book contains pearls of wisdom from one of the greatest poets to have lived, T.S. Elliot. However, as I began to read the book, I realized that instead these were brilliant quips from a man named Elliot Peikoff. Truth be told, I enjoyed reading these entertaining gems much more than I ever enjoyed reading T.S. Elliot. And besides T.S. Elliot never really made me laugh.” Larry Jacobson, Three-time Emmy award winning comedy writer.

“Elliotism’s were and remain a wonderful way for me to entertain and joust colleagues. I know readers will love this book as much as I did.” Dan Romanelli, Founder and Former Worldwide President of Warner Bros. Consumer Products.

 “Guaranteed to bring a smile, each one reflects a fun and authentic approach to life. Great to have them together in one place! Real fun for readers!” Peter Van Raalte, Managing Partner at Browne, Gordon & Van Raalte, LLC.

TEARS OF JOY! Got to sit down this morning with my coffee and copy of your book. I’m completely blown away how articulate, graceful, loving and sincere your homage to your father is written. I too lost my sister who was my closest and best female confidaunt when she was only 44. As you know Michael, I never had a father and if I had one, I would’ve surely hoped his name was been Elliot Peikoff. What a hero for you. Bless you for opening your heart to us with this short, but very sweet and loving book. Prayers to you and your wonderful memories. You are a blessed man to have had him in your life. Michael Doran

I loved reading this book! It is a lovely book, full of warmth and witty one liners from Mike’s dad that are so wholesome yet cheeky, you can’t help but get that endorphin fueled smile! We need all the help we can get in these worrying times and I sooo appreciate the timeliness of this publication! Thank you, Michael, for taking the time to gather all the funny one liners your dad love to share, with us. What a beautiful labor of love, and I loved reading the backstory of your dad! An easy book to love! Lisa McKean

Michael, this book evoked such wonderful memories of your amazing relationship with your Father. A touching tribute indeed! You captured your beloved Dad’s essence to a T! Heaven knows that the timing of this 5 star publication of this heartwarming and hilarious collection of Elliot’s wit and wisdom,was and is so essential and significant . This much needed laughter has been a gift to all of us. Elliot’s legacy,in addition to his lessons to you, Michael, has been transferred to all of the readers of » A SMART MAN WOULDN’T HAVE THOUGHT OF THAT » The one liners were superb and the illustrations by Fred Bode were fabulous. Thank you, Michael for sharing all of this, it has enhanced and brightened our lives, and has brought us ,the readers in, and made us feel included in your cherished relationship with your Dad. The dedication to Lori, your beloved sister , was so very moving, and the one to your grandson Elliot, will be a treasure for him to read in the future. Including me in the Acknowledgement section was most kind. Myles joins me in wishing you and the book a world of success. A great job and labor of love, Michael! Congratulations are in order, Francine Kahan Weiss

Michael has truly captured the wisdom that lived inside the great salesmen and true mensches of his father's era with this book. The continual pearls of wisdom that flowed from his father Elliot make this a fun, light-hearted and entertaining book but also make you stop and say, you know there's a lot of truth to that one. Each page is perfectly illustrated and gives you the time to truly enjoy the love and admiration that Michael had and continues to feel for his father. It's just one of those books that you will like to have around when you want to bring a smile to your face. Josh W

A wonderful tribute to his father Elliot. Michael's got a great sense of humor and I plan to use these one liners to make myself seem funnier than I am. A really nice, fun and quick read, guaranteed to enjoy. TC

Michael what a beautiful and fun way to share your memories of your father Elliot! It's truly a gift and testament that with a bit of humor and the right delivery, you can touch so many people's lives in a positive way. If you're in any kind of business, you will certainly get a kick out of those Elliotisms and the illustrations are spot on bringing them perfectly to life! Congrats! Amazon Customer

Michael, I keep going back every day, to re-read the "Elliotism's". It's smart, witty and really Brilliant sayings. Your unconditional love for your father shines through in this book. This book is a quick yet beautiful read that touches anyone and everyone who has worked hard in life. What a wonderful way to express your feelings and keep your father's spirit alive. Michele K

What a delightful and funny book of business quips - the author calls Elliottism’s - after his late father. The book is a warm and beautiful tribe to Elliott. And a wonderful bonus that the book features illustrations by Looney Tunes artist Fred Bode. The book simply makes you SMILE and feel joy! Jacobs

What a great tribute from a son to his father! I could only imagine listening to all of these Elliotisms and waiting for the next one to drop. There is nothing more special than a wonderful parent/child relationship and Michaels relationship with his father sounds so special. I worked with Michael at Warner Bros Consumer Products in the 90's. He was always very nice, respectful and always had a smile on his face....he is still the same man I met all these years later. His father would be so proud! I'm so honored to call you my friend!
Kat Roberts.

I bought 5 copies of this delightful book! Turn to any page and it brings a smile and a nod! In a quick read, Michael Peikoff captures the essence of his beloved dad, Elliot, and shows us how humor, an invaluable character trait, can also make a difference in the world. Thank you, Michael, for capturing these Elliotism's and thank you, Frank, for capturing the words in images that perfectly evoke the humor! When do we see the line of greeting cards and T-shrits?! Amazon Customer