

## ABSTRACT

*“Animals, Inc.: A Business Parable for the 21<sup>st</sup> Century”* is an interesting piece of literature, which can both entertain and educate readers in the modern world. It was created through animal characters with business principles inserted. Therefore, this study focuses on an analysis of the writing style and the use of business parables by the authors, Kenneth A. Tucker and Vandana Allman. As their modern writing style can be used as a guideline for other authors in the future, all elements of this story such as principles of literature and business management theories are analyzed.

The finding revealed animal characters could make a story funny because they were identifiable and tangible. Animals can stimulate readers’ feelings and ideas effectively. Moreover, they can be used to express serious lessons favorably at the same time. Also business parables is a creative writing style which can use animals as a metaphor to reveal management lessons accordingly.