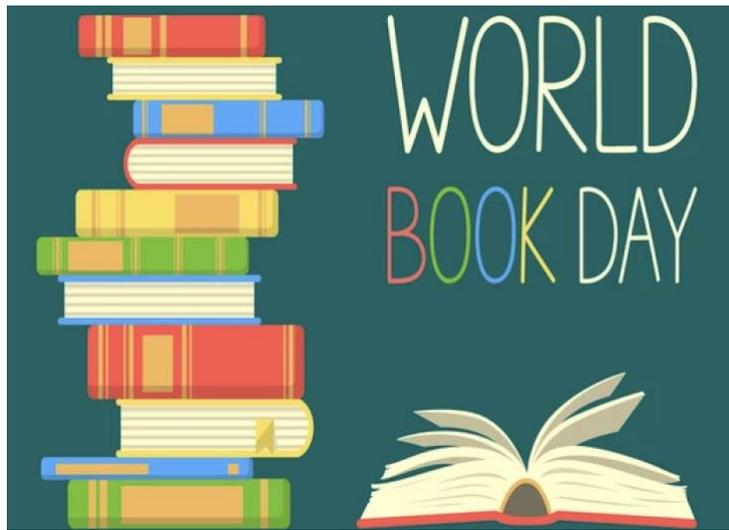


# **DISPATCHES**<sup>TM</sup>

*Insights On Brand Development From The Marketing Front*

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## **BOOKS CAN MAKE A DIFFERENCE**



Last Thursday, 23 April, was World Book Day. We hope you took notice. It's the day to recognize and promote the benefit of reading books.

World Book Day is organized by UNESCO (United Nations Educational, Scientific and Cultural Organization). The date is rather auspicious. It marks the day that several prominent authors were either born or died, such as Shakespeare and Cervantes.

Books are a source of learning, self-discovery, understanding, and development. We are voracious, lifelong readers as they also bring us joy.

Imagine the thousands of hours that the authors put into writing and editing their books. Their knowledge is available to you in just a few hours of reading. They're gifting you, the reader, with their insights, experiences, and perspectives.

If you currently don't have a book to read or looking for new material, let us encourage you to pick up one and make the time for reading it. As marketers, you might want to read books on marketing and business to make you savvier. Non-fiction is vital to gain perspectives on societies, culture, and psychology. Don't ignore fiction, as studies suggest that reading them will develop empathy, an essential trait for marketers.

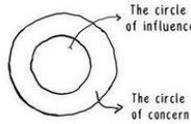
Our feeling is that if we get one new idea or learn one more thing that we can use to open our minds and improve our lives or performance, then reading the book was well worth our investment in money and time. Here are some books that we have read more than once and recommend to you:

- **Man's Search for Meaning** by Viktor E. Frankl – This book is psychiatrist Frankl's memoir as a concentration camp survivor and his lessons for pursuing something meaningful.
- **The Fifth Discipline: The Art & Practice of The Learning Organization** by Peter M. Senge – Mr. Senge presents five disciplines to overcome organizational dysfunction and create a more promising and productive future. It challenges us to incorporate systems thinking.
- **Leadership and Self-Deception: Getting Out of The Box** by The Arbinger Institute – Learn how we sabotage our personal and professional relationships and how to improve them.
- **Dialogue and the Art of Thinking Together** by William Isaacs (with an introduction by Peter Senge) – The front cover copy calls it "A pioneering approach to communicating in business and life."
- **Small Decencies: Reflections and Meditations on Being Human at Work** by John Cowan – Published in 1992, its lessons have never been more needed than today.
- **To Kill A Mockingbird** by Harper Lee – This Pulitzer Prize Winner deals with racial injustice, loss of innocence, class, and our legal system, among others. If you don't read it, then at least watch the Academy-Winning movie starring Gregory Peck.
- **Tested Advertising Methods** by John Caples – The late Mr. Caples was Chairman Emeritus of the BBDO Ad Agency. His book is about making your advertising more effective. It's evidenced- versus eminence-based. In other words, he has the goods to prove his principles.
- **The 7 Habits of Highly Effective People** by Stephen R. Covey – This classic offers timeless and universal principles for becoming (more) effective.

# THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

by Stephen R. Covey

## 1. BE PROACTIVE



We spend too much time worrying about things on which we have no control, stuff that we can do nothing about. Instead, focus on things we can change. And do it proactively, before we are forced to do something about it. Expand the circle of influence.

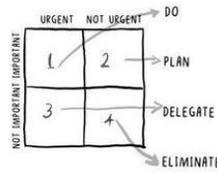
## 2. BEGIN WITH THE END IN MIND

If we don't know where we want to go, how will we ever get there? Envision your future using both logic and imagination. Let it be based on principles. Write down your own mission statements. Imagine what your friends, family, colleagues, community will tell about you in your funeral. What would you want them to say? Write it all down.



## 3. PUT FIRST THINGS FIRST

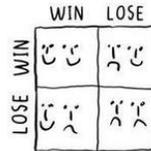
List down everything you want to do. You will see that they fall into four categories.



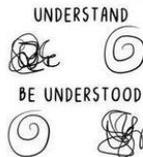
- : Important and urgent
  - : Important and not urgent
  - : Not important and urgent
  - : Not important and not urgent
- Once you put them in the matrix, you know what to do.

## 4. THINK WIN WIN

Sooner or later, we realise that we not only owe a lot to the society we live in, we also understand that our success depends on others success. Life is not a zero sum game. When we make it a habit to see how others also can benefit from our actions, from our decisions, we are better off for that. The world is too connected for us to think win:lose.



## 5. SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD



Even when you are arguing with your opponents, it is a good form to first understand their arguments and try to express them even better than they can. It is even more important when we are interacting with our friends, colleagues and other collaborators. Listen, understand, and only then, open your mouth.

## 6. SYNERGIZE

Synergy changes the conventional math. 2 and 2 is not 4, but 5 or 6 or 7. The whole is more than the sum of its parts. Teamwork. If you want to go fast, go alone. If you want to go far, team up.



## 7. SHARPEN THE SAW

Abraham Lincoln said: Give me six hours to chop down a tree and I will spend the first four sharpening the axe. Your axe is you body, mind and soul. Run. Exercise. Study. Meditate.



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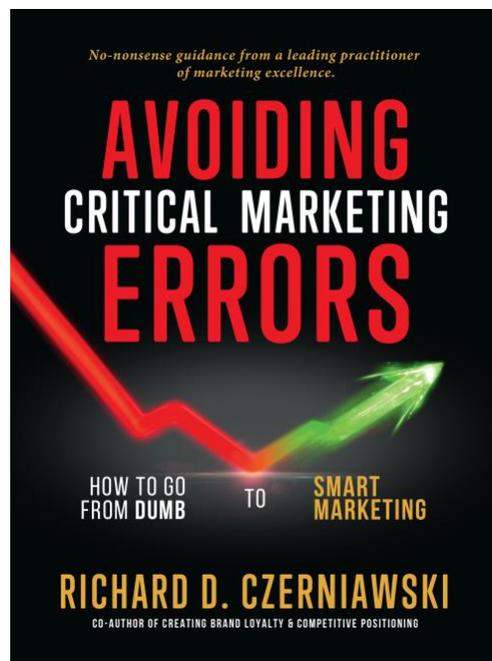
- **The Mind of the Strategist: Business Planning for Competitive Advantage** by Kenichi Ohmae – It is strategy-development to gain a competitive advantage. Don't we all need it!?!
- **ZAG: The #1 Strategy of High-Performance Brands** by Marty Neumeier – It's clear, simple, and elegant. We particularly laud his analogy of corporation growth to the game of rock, paper, and scissors.
- **Steve Jobs** by Walter Isaacson – Inspirational! This is the life story and practices of one of the foremost Marketects of our era.
- **Better: A Surgeon's Notes on Performance** by Atul Gawande – This book is not just about improving surgery as its lessons apply to all walks of life and business.
- **Shoe Dog: A Memoir By The Creator Of NIKE** by Phil Knight – This memoir details the ups and downs of and lessons from entrepreneurship and creating a successful company. Mesmerizing!
- **Boyd: The Fighter Pilot Who Changed The Art Of War** by Robert Coram – This book details the life—trials and tribulations—of a change and difference-maker and what it takes to be one.
- **The Daily Drucker: 366 Days of Insight and Motivation for Getting The Right Things Done** by Petr F. Drucker with Joseph A. Maciariello – Advice from the Father of Modern Management.
- **The Power of Habit: Why We Do What We Do in Life and Business** by Charles Duhigg – Change your life by changing your habits!
- **How The Mighty Fall: And Why Some Companies Never Give In** by Jim Collins – How to avoid decline to irrelevance or death. While you're at it, you might also want to read **Good To Great: Why Some Companies Make the Leap and Others Don't**, also by Jim Collins.
- **The Plague** by Albert Camus. This book is an allegory about the Nazi occupation of France. However, it reads like our experiences and governments' responses to COVID-19. On the other hand, read **A Gentleman In Moscow** by Amor Towles. It explores the rich life of a man confined to house arrest in a Moscow hotel.
- **Great At Work: How Top Performers Do Less, Work Better and Achieve More** by Morten T. Hansen – It says it all in the book's title and sub-title.

We'd also recommend the following authors:

- Malcolm Gladwell who deals with sociology issues.
- Robert B. Cialdini writes about the psychology of persuasion.
- Edward De Bono who originated the term "lateral thinking" and has written extensively on creative thinking.
- Seth Godin writes thoughtfully on marketing.

While you're at it, please consider books we've written on marketing management ([www.bdn-intl.com](http://www.bdn-intl.com)). There's:

- **Creating Brand Loyalty: The Management of Power Positioning and Really Great Advertising** by Richard D. Czerniawski and Michael W. Maloney – This book has been called the bible of positioning and advertising. It was selected as one of the top ten business books in China and translated into Mandarin.
- **Competitive Positioning: Best Practices for Creating Brand Loyalty** by Richard D. Czerniawski and Michael W. Maloney – This practical book will show you how to make your brand stand out from the pack.
- **Avoiding Critical Marketing Errors: How to Go from Dumb to Smart Marketing** by Richard D. Czerniawski – This is the most recent book, published in March 2019. It is a number 1 Amazon new release in Global Marketing, Industrial (B2B) Marketing and Product Management. It tackles those critical marketing errors that lead to underperformance, threatens marketing relevance, and undermine brand potential. Importantly, it addresses what all marketers and their organizations need to do to make their marketing matter more—smart(er) marketing! You can learn more here: <http://bdn-intl.com/avoiding-critical-marketing-errors>



Some final thoughts:

- Gift a book to a child. “A child who reads becomes an adult who thinks”—anonymous. It will open new worlds to the child.
- Donate books to libraries and organizations that share enlightenment with others. You might also share what you judge to be a particularly good read with family and friends.
- If you do not consider yourself to be a reader, stretch yourself. Grab a light and engaging beach read to discover the benefits of reading.
- Please let us know other books not included in our listing that you would recommend to us. We appreciate learning from you!

Peace and best wishes,

Richard Czerniawski and Mike Maloney

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