

NOTES

THE CLEAR WIN

Chapter One

New research shows why “Superbidders” win more business, Centre of Competitiveness, Univ of Luton, 31.10.03.

Chapter Two

The initial motivation for strategic elegance, besides the relieved look on the client’s face that ‘that’s it’ without all the preamble to go along with it, was the discovery of Occam’s Razor. Basically this states that if two theories explain the facts equally well then the simpler theory is to be preferred.

Orientation and animation as found in: Stephen Cummings and David Wilson (editors). *Images of Strategy*, Blackwell Publishing.

The story of the Hungarian army patrol is based on a poem by Miroslav Holub, further promoted as management folklore by Karl Weick. There is a detailed exploration on www.ephemeraweb.org as to the validity of this source. However, I like the anecdote – true or not.

Chapter Three

George Smith. *Asking Properly*. White Lion Press.

The British Rail pitch story comes from Paul Russell Smith, Jonathan Taylor. *Marketing Communications: An Integrated Approach*. Kogan Page Publishers, 2004.

Syd Field. *Screenplay: The Foundations of Screenwriting*. Dell Publishing.

Chapter Four

Dowling G R. *Searching for a new advertising agency: A client perspective*. Int J Advertising. Vol 13 No 3 (1994). This paper analyses a survey of 102 advertising agency account directors in New Zealand that asked them to rate the importance of a number of agency selection variables.

Chapter Five

Gerald Zaltman. *How Customers Think: essential insights into the minds of the market*. Harvard Business School Press.

Making Smart Decisions. The Results-Driven Manager Series. Harvard Business School Press, 2006.

Donald G. Dutton And Arthur P. Aron. *Some Evidence for Heightened Sexual Attraction under Conditions of High Anxiety*. Journal of Personality and Social Psychology, 1974, Vol. 30, No. 4, 510-517.

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The extensive study on pitching I refer to is: M James. *Winning new business in advertising... The critical success factors*. Policy Publications, 1999. I purchased the study, but seem to have lost it when I moved house.

Chapter Six

The cake mix and soap powder insights come from: Max Sutherland and Alice K Sylvester. *Advertising and the mind of the consumer*. Alex & Unwin, second edition.

Sandy Linver of Speakeasy Inc provides a distinction between a 'message', a 'Point X' and the 'Hidden X' in her book *Speak and Get Results: Complete Guide to Speeches & Presentations that Work in any Business Situation*. Fireside (Simon & Schuster), 1994.

Chapter Seven

If I realized that the working world consisted of such self-inflicted misery by people who actually have some control over their environment, I would have trained a lot harder to be a pro sportsman. In junior school, I was asked to play tennis at the senior school, and when I hit balls at the golf course, people would come watch a twelve year old hit a ball 250 yards with a seven iron. But like most men, what we could have been far outweighs the reality of who we are. We judge ourselves by what we're capable of, but others judge us by what

we've done. So, I guess I'm happy to be judged a writer – romantic enough a description and keeps me out of a cubicle with buzzing fluorescent lights and a boss that never made it into pro sports either. Little Johnny was my cry against all this. When I started my first job I was horrified to find out that annual leave meant you had to be there for an entire year first (were they nuts!) and that fun was never seen as a crucial element of the working day (other than free drinks at the bar after work from which I developed a slight drinking problem which thankfully is now under control). So, LJ is a result of my anger. Quite a pleasant one I think.

Chapter Eight

Jon Steel. *Perfect Pitch*. John Wiley & Sons. A wonderful explanation of why OJ walked. A recommended read all round for pitching.

Edward Tufte. *PowerPoint Does Rocket Science: Assessing the Quality and Credibility of Technical Reports*. www.edwardtufte.com.

Lean manufacturing and the seven wastes: Dr. Stephen B Vardeman et al. *The Impact of Dr. Shigeo Shingo on Modern Manufacturing Practices*. Iowa State Univ website: www.public.iastate.edu.

Schwartz B. *The Paradox of Choice. Why more is less*. HarperCollins 2004.

Chapter Nine

Levitt S D, Dubner S J. *Freakonomics. A rogue Economist Explores the Hidden Side of Everything*. Penguin Books 2005.

Gerald Zaltman. *How Customers Think: essential insights into the minds of the market*. Harvard Business School Press, 2003.

Howard Gardner. *Changing Minds*. Harvard Business School Publishing, 2004.

The Elen Langer experiment can be found in: Robert B Cialdini. *Influence: the psychology of persuasion*. Quill. William Morrow New York. 1993.

Everything I learnt about Milton Erickson, Derren Brown and transderivational states, I got from Wikipedia and Youtube.

Chapter Ten

An excellent account of the London 2012 Bid can be found in: Jon Steel. *Perfect Pitch*. John Wiley & Sons.

“Get into a scene late and get out early” is from: Syd Field. *Screenplay: The Foundations of Screenwriting*. Dell Publishing.

Chapter Eleven

This slicing can be found in: Malcolm Gladwell. *Blink – the power of thinking without thinking*. Allen Lane (Penguin Books).

The Coke and raffle ticket experiment is from: Robert B Cialdini. *Influence: the psychology of persuasion*. Quill. William Morrow New York. 1993.

Chapter Twelve

Thank you LJ, you're a sterling chap.

Epilogue

The 'One small step for man ...' analysis as reported on BBC News, Monday, 2 October 2006 on www.bbc.co.uk.