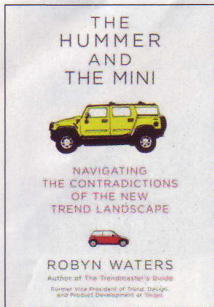


ON TARGET?



How apropos that Robyn Waters' book **The Hummer and The Mini: Navigating the Contradictions of the New Trend Landscape** (Portfolio, 2006) would have such opposing reviews on Amazon. From "lacks any intellectual depth" to "brief but stimulating discussions on a range of topics," the reviewers reflect the contradictions that mark the current consumer landscape. A sequel to *The Trendmaster's Guide*, *The Hummer and The Mini* focuses on the

"what" (emerging trends) rather than the "how" (translating trends into revenue) of trends. Rather than focus on contradictions as exclusive either/or propositions, Waters suggests there is opportunity in the paradox. This is, after all, the former VP who transformed Target from a small regional discounter into "the upscale discounter."

Waters argues that since there isn't one next big thing, what we should be looking for is a way to reconcile the paradoxes. For example, everything old is new again isn't a novel concept. The insight is her conclusion that "it isn't enough simply to replicate a former success...the most successful reincarnations are [those that] foster desire in the present."

The concept of a trend as something that *everyone* wants no longer applies. There is more than one way – from design, manufacturing, merchandising or marketing perspectives – to leverage the new trend landscape. Success can come in any size, from big (Hummer) to small (Mini).

DECODING THE BLOG



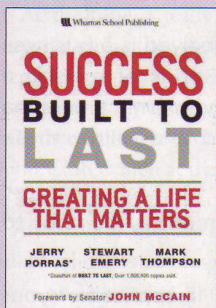
The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right (Portfolio Hardcover, 2006) is online marketing consultant and business blogging authority Debbie Weil's take on why marketers and executives should blog – or not, as the case may be – and how to get it right the first time.

Of course, no business case would be complete without addressing ROI (Return On Investment). Weil argues that although blogs exist in a digital realm often associated with metrics, this medium requires a different measure of value: ROB or Return On Blog. ROB is "all about connections, conversations, discovery, information, word-of-mouth, leverage, amplification and efficiencies." Fear not; for those who require data to justify budgets and measure and monitor performance, there is equal time given to metrics.

Weil's point is simply that the true bottom line may not be search engine rankings, unique visitors and conversions but the fact that blogging solves a central problem: "the human desire – and business need – to connect."

WorkBiz.com's Debbie Weil brings digital credibility and a distinct business focus to what author Daniel Pink identifies as the question in business today: To blog or not to blog?

Passion is the New Differentiator



SUCCESS BUILT TO LAST: Creating a Life that Matters

Jerry Porras, Stewart Emery
& Mark Thompson
Wharton School Publishing, 2006

Passion is the new differentiator. To quote the authors, "If you don't love what you're doing, you'll lose to someone who does." Larry Bossidy, former chairman and CEO of Honeywell International, Inc. and AlliedSignal and author (et.

al.) of *Execution and Confronting Reality* calls love "a competitive imperative." *Success Built to Last's* underlying premise is that an individual's meaningful engagement is a necessary condition for

a healthy, sustainable society. Indeed, their position is that "great organizations and societies can only be built by human beings who can grow and create meaningful success." Thus, passion is both a personal and leadership imperative. The authors' research indicates that a core ideology – values and purpose – generally trumps the big idea as an indicator of success at the organizational, career and personal levels.

This premise is fleshed out in conversations with a diverse group of leaders and influencers around questions of success, leadership and balance. Distilling extensive interview material and survey data, the authors derive three essential elements for *Success Built to Last*: (1) Meaning, (2) "ThoughtStyle" or the head game, and (3) "ActionStyles" or the ability to execute. Net-net: By aligning your thoughts and actions with your definition of meaning, you will be best positioned to achieve enduring success.