The Essentials Series: Talent

Page	Chapter 1
19	"When land was for talented people": Stan Davis & Christopher Meyer, futureWEALTH (Boston: Harvard Business School Press, 2000), p. 21.
20	"Either we modernize of the market": Gerhard Schroeder quoted in a report by German news agency ddp, May 24, 2003.
20	"When I was for your job": Thomas Friedman, "Doing Our Homework," the <i>New York Times</i> , June 24, 2004.
22	"The global economy to get by": Keith Hammonds, "Balance Is Bunk!" <i>Fast Company</i> , October 2004, p. 68.
22, 23	"What strategic motto persons to choose": Philip Bobbitt, <i>The Shield of Achilles: War, Peace, and the Course of History</i> (New York: Knopf, 2002), p. 233.
23 http://www.cl	"In a global their own lives": ibid., Bill Clinton quoted, p. 340. Originally from his Address to Louisiana State Legislature, May 30, 1996: https://intonfoundation.org/legacy/053096-speech-by-president-to-louisiana-legislature.htm .
24, 25	Statistics are from this book: Daniel H. Pink, <i>Free Agent Nation: How America's New Independent Workers Are Transforming the Way We Live</i> (New York: Warner Books, 2001), pp. 14, 35, 37, 38, 40, 41.
26	"If there is paid much either": Michael H. Goldhaber, "Attention Shoppers!" <i>Wired</i> , December 1997, p. 186.
28	"Self-reliance never comes as his portion": Lawrence Buell, <i>Emerson</i> (Cambridge, MA: Harvard University Press, 2003), p. 70.
31	"No prudent man become an American": Daniel Boorstin quoted by Lewis H. Lapham, "The Way West," <i>Harper's</i> , January 2000, p. 6.
31	"I am an my own way": Saul Bellow, <i>The Adventures of Augie March</i> (New York: Avon, 1953), p. 1.
32	"You are the legend or not": Isabel Allende quoted in the in-house magazine of Waterstone's Bookstore.

33	"The time seems rapidly changing age": Tara Lemmey, "Your Next Identity Crisis," <i>Business 2.0</i> , September 26, 2000, p. 180.
33	"The new organization the 20th century": James Dale Davidson & Lord William Rees-Mogg, <i>The Sovereign Individual</i> (New York: Simon & Schuster, 1997), p. 17.
33	"Blame no one. Expect nothing. Do something": Bill Parcells, according to Rich Cimini, "School of Tuna," [New York] Daily News, October 12, 1999, p. 32.
33	"The Brand Called You," Fast Company, August/September 1997, p. 83.
34	"Only with a strong market position": Jesper Kunde, <i>Corporate Religion</i> (London: Financial Times Prentice Hall, 2000), p. 2.
40	"Tradecraft": George Leonard, <i>Mastery: The Keys to Long-term Success and Fulfillment</i> (New York: Dutton, 1991).
45	"Be a lifelong life and work": Dennis Littky, <i>The Big Picture: Education Is Everyone's Business (</i> Association for Supervision & Curriculum Development, 2004).
48	Sally Helgesen, <i>Thriving in 24/7: Six Strategies for Taming the New World of Work</i> (New York: The Free Press, 2001).
50–53	Cool Friend interview, Daniel Pink: http://www.tompeters.com/cool_friends/content.php?note=005925.php . Note: Dan has a second interview on tompeters.com following publication of his second book, <i>A Whole New Mind</i> : http://www.tompeters.com/cool_friends/content.php?note=007686.php .
	Chapter 2
58	Marilyn Carlson's first WOW Project: Boyd Clarke & Ron Crossland, <i>The Leader's Voice</i> (New York: Select Books, 2002), pp. 86-88.
60	"Nobody gives you just take it": Roseanne, http://www.famouscreativewomen.com/one/1334.htm .
60	"Obeying the rules is obeying their rules": Harriet Rubin, <i>The Princessa: Machiavelli for Women</i> (New York: Doubleday, 1997), p. 40.

"[Women] can never ... men take charge": ibid., p. 47. 60 60 "Don't just express ... to off-the-shelf models": Henry Louis Gates. Jr., address at commencement of Hamilton College, Clinton, New York, 1999, which Tom attended. 60 "Astonish me": Sergei Diaghilev, www.digiserve.co.uk/quotations/search.cgi?type=Author&terms=serge%20Diaghilev. 60 "Build something great": Hiroshi Yamauchi, http://www.gamespy.com/hardware/june02/sticks1/index2.shtml. 60 "Make it immortal": Joel Raphaelson, "Reminiscences of David [Ogilvy] as adman, colleague and friend," Advertising Age, September 21, 1998, p. C10. 61 "Raving fans": Kenneth Blanchard & Sheldon Bowles, Raving Fans (New York: Morrow, 1993). Big Hairy Audacious Goal: James C. Collins & Jerry I. Porras, Built 63 to Last: Successful Habits of Visionary Companies (New York: HarperBusiness, 1994). "In Tom's World ... holding your nose": Jennifer Rheingold, "Still Angry 63 After All These Years," Fast Company, p. 92. "Reward excellent failures. Punish mediocre successes": Phil 65 Daniels, seminar participant, verbal to Tom. 69 "See yourself as ... competition as teachers": Stan Davis & David McIntosh, The Art of Business: Make All Your Work a Work of Art (San Francisco: Berrett-Koehler, 2005), pp. 18, 19. 69 "The Art of ... the business-as-war books": ibid., back cover. Also-rans: "What Makes a Company Great?" Fortune, October 26, 70 1998, p. 218. "She made us ... waste your time?": Chip Silverman, Lucky Every Day: 70 The Wisdom of Diane Geppi-Aikens (New York: Time Warner Books, 2004), p. 4. 72 Peter Hall, Cities in Civilization (New York: Pantheon Books, 1998).

Chapter 3

79	"Until one is Begin it now": attributed to Goethe, http://www.goethesociety.org/pages/quotescom.html .
81	Saul D. Alinsky, <i>Rules for Radicals: A Practical Primer for Realistic Radicals</i> (New York: Random House, 1971).
81	"Never let reality way of imagination": Azar Nafisi, Audi's Never Follow website: http://www.neverfollow.com/flash.html .
90	"Effective prototyping may hope to have": Michael Schrage, The Culture(s) of Prototyping," <i>Design Management Journal</i> , Winter 1993, p. 65.
90	Sony "Mean Time to Prototype": Michael Schrage, <i>Serious Play: How the World's Best Companies Simulate to Innovate</i> (Boston: Harvard Business School Press, 2000), p. 63.
93	"Success is the loss of enthusiasm": Winston Churchill, http://www.quotationspage.com/ .
93	Kevin Roberts rules for success: Tom experience.
100, 101	Cool Friend interview, Ed Michaels: http://www.tompeters.com/cool_friends/content.php?note=005915.php .
	Chapter 4
110	"Don't belittle": Norman Guitry quoted in Steve Wilson, "Laugh Traction—Get a Grip on the Right Kind of Humor!" p. 4: http://www.worldlaughtertour.com/pdfs/25%20Laugh%20Traction.pdf .
111	Spoke Software and Visible Path: Chana R. Schoenberger, "I'll Introduce You," <i>Forbes</i> , August 16, 2004, p. 48.
116	"A man without open a shop": Tom Morris, <i>The Art of Achievement</i> (Kansas City, MO: Andrews McMeel Publishing, 2002), p. 136.
125	"If you can't have a position": Seth Godin & Jay Levinson, <i>Get What You Deserve: How to Guerilla Market Yourself</i> (New York: Avon Books, 1997), p. 67.

- "Let's make a dent in the universe": Steve Jobs quoted in Warren Bennis & Patricia Ward Biederman, *Organizing Genius: The Secrets of Creative Collaboration* (Reading, MA: Addison-Wesley, 1997), p. 4.
- 128, 129 Cool Friend interview, Robert Sutton: http://www.tompeters.com/cool friends/content.php?note=005765.php.

Chapter 5

- Procter & Gamble, 7 of 10 top categories: Jack Neff, "Think Small, Procter & Gamble takes a new approach to tackling the competition," *Advertising Age*, January 21, 2002, p. 14.
- "Think small. One ... Go from there": Seth Godin, "In Praise of the Purple Cow," *Fast Company*, February 2003, p. 79.
- Three primary obstacles: Jean-Marie Dru, *Disruption: Overturning Conventions and Shaking Up the Marketplace* (New York: John Wiley & Sons, 1996), pp. 47, 48.
- "Corporate consciousness is ... focus of attention": Wayne Burkan, Wide Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees (New York: Wiley & Sons, 1996), p. 2.
- "If you worship ... only incremental advances": Joseph G. Morone quoted by Otis Port & John Carey, "Getting to 'Eureka!" *BusinessWeek*, November 10, 1997, p. 72.
- "These days, you ... idea-led and consumer-informed": Douglas Atkin quoted by Rekha Balu, "Change Your Mind, Grow Your Company," *Fast Company*, April 2000, p. 82.
- "The best swordsman ... on the spot": Mark Twain, *A Connecticut Yankee in King Arthur's Court* (New York: New American Library, 1984), p. 247.
- "Researchers asked subjects ... disrupt your game?": Yoram (Jerry) Wind & Colin Crook, *The Power of Impossible Thinking* (Upper Saddle River, NJ: Wharton School Publishing, 2005), preface.
- "When Travis was ... entrepreneurial (rat) races": Phil Baechler, in an email to Tom Peters Company May 23, 2003.

146 "There is an ... need not apply": Wayne Burkan, Wide Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees (New York: Wiley & Sons, 1996), p. 67. "Extremely contentious boards ... subject as undiscussable": Jeffrey 148 Sonnenfeld quoted in "The Way We Govern Now," the Economist, January 11, 2003, p. 63. "Giant projects often ... the first place": verbal to Tom. 149 152 11 ½ Ideas: Robert I. Sutton, Weird Ideas That Work: 11 ½ Practices for Promoting, Managing, and Sustaining Innovation (New York: Free Press, 2002), pp. vii & viii. "We should do ... already doing it": Hajime Mitarai quoted in Kjell 153 Nordström & Jonas Ridderstråle, p. 196. 153 "There is little ... or career attainment": Jeffrey Pfeffer, see: http://www.aomonline.org/Publictions/Articles/BSchools.asp. 154 "The only people ... across the stars": Jack Kerouac, On the Road (New York: Viking Press, 1957), pp. 5 & 6.