

# The Summit

Vol 2 Issue 2

## Trumped

A writer for The New York Times, Timothy O'Brien has after 15 years research produced a book called 'Trump Nation' the book about Donald Trump the American property developer and reality show host was serialised in the New York Times. Mr. Trump is now suing Mr. O. Brien for \$5bn (£2.8bn). The lawsuit claims that the reporter erroneously stated details of the tycoon's personal and business lives and went far beyond the line by suggesting that he 'was not close to being a billionaire'. A review of the book in USA Today said 'Trump Nation is chock full of examples of Trump's tendency to exaggerate, particularly when it comes to his net worth'. Reproduced in the New York Times serialisation of the book are quotes from Mr. Trump. 'once you've hit the big time as a billionaire, you should

convince business travellers on a one hour flight from New York to Washington that it's worth paying more to have a golden toilet'. The law suit is demanding \$2.5bn in compensation for the alleged slight and as well as another \$2.5bn in punitive damages. Mr. Trump apparently co-operated with the book despite the fact he once called Mr. O'Brien a 'whack job'. ?

Source the Independent

## The Tops

Following research among employees the top UK companies for staff who say they laugh a lot at work is as follows, in order of the most laughter.

- 1Badenoch & Clark
1. Office Angels
2. Beaverbrooks
3. WL Gore
4. Flight Centre
5. Whittards of Chelsea
6. Admiral Group
7. Nando's chickenland
8. St. Ann's Hospice
- 10.HFS Group
11. Kwick-fit financial ?

Source The Times online

## The Crunch

Golden Wonder crisps have gone into administration. They are the first casualty in a long running 'crisp war'. According to Peter Kluger in The Times, they fell because of the success of rivals Walkers use of Gary Lineker in their advertisements. Mr. Lineker has been advertising Walkers 'When it comes to the crunch' for ten years, and has taken them to an unchallenged 45% of the crisp market share. Golden Wonder's share had fallen to 5%. Apparently Golden Wonder was responsible for many 'crisp' innovations, e.g. salt and vinegar and cheese and onion flavours. It's also rather sad as Golden Wonder was owned by an Edinburgh baker and Walkers are jointly owned by Pepsi. ?

Source: The Week

## Commercial Break

When video recorders first entered the market place, there was a feeling among the TV industry that this would be the end of commercial television and advertisements. Viewers would simply

record their programmes and fast track through the advertisements. This was in the 1970's and of course commercial television did not collapse in fact the majority of people did not record programmes for later viewing.

Today however you can now buy a personal video recorder (PVR) which records both TV and radio programmes onto a hard disk. Once again there is fear among the TV industry that PVR's will prompt the end of commercial television. Apparently PVR's are very powerful tools allowing the user flexibility to view and record at the same time. The main reason for the anxiety is however the ease with which you can record programmes and the ease you can select programmes to view, simply by pressing a button from a selected list of recorded programmes. It is then apparently very easy to skip the advertisements. The TV industry is fighting back with a variety of methods. The

BBC favour a logo to be displayed in the top right corner of all their programmes. Other commercial companies are beginning to charge companies for including their products as props in regular TV programmes. ?

Source New Scientist

one of 34 pitches across London. Underground bosses are not happy with the situation and are to investigate this use of buskers to promote music and films. They feel it is against the spirit of busking.

Source the Week

## Busking

Record executives involved in the new film of Johnny Cash's life have hired buskers on the London Underground to play Cash's music. This is not the first time that this type of subliminal marketing has been used. When the Eurythmics launched a new album their record producers hired 34 buskers to play Eurythmics music on underground sites.

It is however not that simple. Buskers on the London underground are licensed and must pass an audition before they are given a license and are permitted to perform. They are allowed to play in two hours sessions at any

## Web site News

We are launching our updated web site in February. A site map makes the new site more user friendly and navigation will be easier. We have also included free downloads which will change monthly or bi monthly.

Meanwhile this month, our featured web site is [www.taforum.org](http://www.taforum.org)

This site enables searchers to find trade associations and guilds.

[www.summitup.co.uk](http://www.summitup.co.uk).

## The Watch



*Could be the new fashion, Madam*

Cartoon by kind permission shorelines

[www.shorelinesart.co.uk](http://www.shorelinesart.co.uk)

The following is an account of a scene witnessed in a shop in Paris.

Madame: Hello I wish to make a complaint

(The owner has his back to her and does not respond)

Madame Praline: I said I wish to make a complaint. I wish to complain about this watch that I purchased not three weeks ago.

Owner: Oh yes, the Stafford 210. What's err... ..W.what's wrong with it?

Madame: I'll tell you what's wrong with it. It's broken. That's what wrong with it.

Owner: No. no. It's not broken. We don't sell broken watches.

Madame: Look monsieur I know a broken watch when I see one and I'm looking at

one right now.

Owner: No, no. It's not broken, but I expect you don't know how to work it – it's in hibernation mode.

Madame: Hibernation mode?

Owner: Yeah. Hibernation mode. Remarkable watch the Stafford 210 isn't it eh? Beautiful strap?

Madame: The strap doesn't enter into it. It's broken.

Owner: Nononononono, it's in hibernation mode.

Madame: All right then if it's hibernating, let's wake it up! (She shakes the watch really hard).

Owner: There, the hand moved.

Madame: No, it didn't, this is a broken watch and I want a new one. I have tried a new battery twice and I have tried pressing all buttons as suggested in the instructions, and basically this watch does not work.

(She tosses it up in the air and watches it plummet to the floor. Longish pause)

Owner: Now that's what I call a broken watch. She walks out of the shop. ?

Reproduced from 'Customer is King by Robert Craven, Virgin Books