

# The Summit

Vol 2 Issue 9

## Hard Work



Cartoon courtesy of  
shorelines

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

Researchers from St. Thomas' Hospital have concluded from research carried out that manual workers age faster than non-manual workers. The research was undertaken using 1500 volunteer female twins all who worked in a mixture of manual and non manual jobs. The research team looked at individuals chromosomes to check on age related cell damage. Among a pair of twins were one had moved up the social ladder and the other had moved down the difference in ageing was even greater. The research

team concluded that there was on average a seven year ageing difference between manual and non manual workers. However when they added in twins who had also moved down the social scale the difference in ageing was nine years. Other factors considered in the research were exercise, smoking and body weight. The team concluded that low self esteem from being at the bottom of the social scale caused stress which increased cellular damage.

? Source the Week.

## Cillit Bang

We've all seen the advertisements on the TV fronted by Barry Scott advertising an increasing number of cleaning products under his Cillit Bang range. However all is not what it seems and a very clever piece of advertising has ensured that the Cillit Bang range of products have become a success.

The adverts give the impression that Barry Scott, in market trader style, is selling his own products. But the Cillit Bang range is

actually produced by multi national company Reckitt Benckiser. The adverts are clever in that they appeal to a particular market, make an initial impression on whoever is watching them and reinforce the Cillit Bang message several times in the adverts.

When they first appeared the adverts offered one product, reinforcing the sole trader image. Other products have been added and there are now 5 in total in the range. Reckitt Benckiser is not really trying to deceive, if you visit the Cillit Bang web site they are quite open about their role in the product.

The web site maintains very cleverly with the image the Barry Scott adverts create and you can even watch all the ads again if you wish. Working to increase loyalty among its consumers the site also offers a newsletter and cleaning advice.

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

## Web site News

### On Line Workshops

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Our second online workshop 'Effective Marketing for your business' will be launched on 5<sup>th</sup> September.

Learn how to put an effective marketing strategy together for your business.

Benefit from the only practical and effective marketing workshop that lets you work at your own pace with full tutor support.

Save your business time and use what you learn for your business now and as your business changes and develops.

Check our web site for further details

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[www.summitup.co.uk/  
online\\_training.htm](http://www.summitup.co.uk/online_training.htm)

## Umbrolly

Charles Ejogo took his idea for an umbrella vending machine to the first series of the Dragons Den. He secured a deal for £150,000 but that has now fallen through, mainly because Mr. Ejogo failed to install his vending machines in the London tube as he had stated in his pitch to the Dragons team. He does however still plans to put his vending machines in railway stations, shopping centres and offices across the country. So undaunted Mr. Ejogo has taken to the streets of London with billboards, 6 metres by 3 metres, in an attempt to raise between £100,000 and £300,000 from the general public. He launched his week long mobile billboard advertising campaign last week and there is as yet no word on his success. Mr. Ejogo stated that this was a last attempt to find investment for his business. ?

Source the Times online

## Narcissists Rule OK

The latest trend for company leaders is for quiet, modest types who work hard and lead by example. This model is supported by numerous business gurus. In contrast then to the 1990's when the trend was for well known larger than life characters with narcissistic tendencies. But which of these models brings success for the business they lead? According to a recent study discussed in the Economist the narcissists make bigger changes, they carry out bigger acquisitions and mergers and as a consequence their results tend to be extreme and more volatile producing either bigger wins or losses. ?

Source the Week

## Web site News

This month our EU site has three new articles. 'Regional dishes in the UK', 'Farmers Markets' and the first in an occasional review of restaurants. The Pipe and Glass at South Dalton in the East Riding of Yorkshire is excellent and reasonably priced considering the excellent reputation of the chef. . Sunday lunch is good value as side orders are included in the price of the meal.

[www.summitup.eu](http://www.summitup.eu)

This month our home site has a follow on article to last months 'Why have images on your web site'. 'What sort of images should you have on your site' looks at the options available and the advantages and disadvantages of the various options are available for web site owners, including the more unusual.

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

**This month's featured web site is:**

[www.thismoney.co.uk](http://www.thismoney.co.uk) has information on all aspects of money and investments.

The experts and advisors section allows you to ask a question on anything to do with money. Also useful is the small business section which has guides available and tips and advise on tax and borrowing money for your business.

## Credit Card

Tesco personal finance has launched a credit card aimed at the UK's small business owners. The card offers an interest free period of up to eight weeks and an interest rate of 13.9%. There is an annual fee of £25 and a reward scheme that give users the chance for free petrol.

This is the first business related product from Tesco and it is expected to be the first of a range of products all aimed a t self employed people. Sadly to qualify for the card you have to be VAT registered.

Online access to the credit card account, designed say Tesco to make book keeping simple, will be available.?

Source [thismoney.co.uk](http://thismoney.co.uk)