



TIP OF THE WEEK

May 8, 2007

My pal, Lou, named his first son Maverick. No fooling. Maverick. So anyway Lou called me a few weeks ago. He knows that I love to read business books and he had just found a great one. The title grabbed him. It's called Mavericks at Work, by Taylor and LaBarre.

This book is about businesses that break the molds in their segment by doing something that others have not tried and for which they were scoffed at for trying. Like HBO in television and ING in banking. I work with clients all the time trying to figure out how to be different and create an edge. These stories are great – and illustrate real world innovation and breakthroughs.

I sure am glad that Lou named his son Maverick, NOT Limerick. Or else this tip would be, "there was a GM from Nantucket, who once told his boss...

Good luck. Work **ON** your business. Stay in touch.

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