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BOOK REVIEWS

The New Positioning by Jack Trout & Steve Rivkin, Published by McGraw-Hill, Incorporated: USA, 1995 (173 pages).

Author Jack Trout's first publication on this topic appeared in *Industrial Marketing* magazine under the title "Positioning is a game people play in today's 'me-too' marketplace." In the present book, together with co-author Steve Rivkin, the original concepts are updated and enlarged. As summarized on its back cover, the monograph comprises three parts.

Part one presents new material on the mind and how it works. You'll learn the five most important mental elements in the positioning process.

Part two presents "repositioning" as the antidote for change. Six case studies teach important lessons concerning what's necessary to reposition yourself.

Part three outlines the "tricks of the trade" that he has learned after 25 years of work. It contains the final words on what has become one of the biggest words in business [- repositioning].

The book talks about the human mind's capacity for storing information. The mind can store familiar, interesting, simple, and concise information. Nowadays, people want to be entertained rather than to be educated. People are becoming lazy because of modern technologies like computers that, after being fed the data, appear to do all the thinking and analyzing of information. According to the authors, understanding the human mind is the prerequisite of success. Let's remember that the mind can store less information than a computer, therefore its limited capacity makes most simple-minded advertisers successful.

We are living in a world full of information and competition in television, radio, and internet advertisements. Getting things done in a simpler way is preferred to complicated and hard-to-do tasks – like ready-to-eat foods and easy access to anything one may want to do. And this is why most successful company advertisers have learned that they must make the introduction of a very complicated product very convenient and simple to understand for all people.

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The book also reveals more about business strategies – where certain types of organizations or their competitors are positioning – like fast food chains, computer companies, oil companies, and even politicians, in orders to be on top. It gives examples of failing in a position, using repositioning strategies, and becoming successful. Repositioning strategies include spending money in advertizing – since most people prefer a leading brand, engaging the best advertizing company to achieve the goal of becoming the leading company.

It all depends on how appealingly you present your products. Advertizing involves studying human behavior and preference too. Most companies spend years and millions of dollars to reposition themselves, getting back the people's confidence – efforts in which a few companies actually do succeed, but unfortunately far too many fail.

In order to get your message across to the target population, making advertisements simple, concise, and to the point is imperative. Give a catchy word or phrase to be remembered throughout slogans, songs, and signatures – a word of phrase familiar to the masses, and choose a program appropriate to the target population. As the book says, human minds are perplexed with much information coming from the media (TV, radio, newspaper, and computers). Give a catchy word to be remembered by people everywhere.

In political rallies, politicians enthusiastically present what they know and what their goals and plans are. As health educators, we must be positive and confident that we are at the right position. Be competitive. Have an idea of competing with other programs. Have updated skills and knowledge in co-operating with program planners.

As health educators, let us learn from the competitive world where business strategies are used in order to be successful. Advertising our products – that is our programs – in a way that can get the attention of the target population, seeing that we are in the right position, or repositioning ourselves if we are not.

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The Leadership Wisdom of Jesus by Charles C. Manz. Published by Barrett-Koehler Publishers, Inc.: San Francisco, California, 1998 (165 pages).

Charles C. Manz, Ph. D, is speaker, consultant, and best selling business author. He is currently the Charles and Janet Nirenberg Professor of Business Leadership in the School of Management at the University of Massachusetts. Dr. Manz's work has been featured on radio and television and in the *Wall Street Journal*, *Fortune*, *U.S. News and World Report*, *Success*, and several other national publications. He received the prestigious Marvin Bower Fellowship at the Harvard Business School in 1988-89 which is "awarded for outstanding achievement in research and productivity, influence, and leadership in business scholarship." His clients have included 3M, Ford, Motorola, Xerox, General Motors, American Express, the Mayo Clinic, Proctor and Gamble, the U. S. and Canadian governments, and many others.

The Leadership Wisdom of Jesus is about leadership lessons from the teachings of Jesus. It provides helpful insights that transcend race and religion. The lessons presented reveal a great deal about constructive power of unleashing the positive spirit of leadership – of being right with the inner value and spirit of human beings – while engaging in the act of influencing ourselves and others. Treating people right and helping them to be with themselves and the rest of the world is perhaps the only legitimate choice for long-term effective leadership.

The presentation highlights some subjects, which are familiar yet with fresh and invigorating insights for 21st century leaders. Subjects like "clean the mirror image," "lead others with compassion," "lead others to be their best selves," and "plant golden mustard seeds" are full of practical and meaningful lessons for effective leadership.

Manz's is work very challenging, using the wise teachings of Jesus Christ to develop lessons which touch the human heart. Jesus' wise teachings are proving to be consistent with many contemporary leadership principles that are yielding tremendous payoffs for enlightened leaders and their organizations. The book is divided into four parts.

Part one of the book talks about the basic foundation of effective leadership—selfleadership. The first step to becoming an effective leader is to look in the mirror. Master the art of leading yourself and lay the foundations of helping others to do the same. Careful self-examination and a sincere willingness to seek ways of improving ourselves provide the foundation of true leadership. Here are the main points:

- To become an effective leader for others, first learn to lead yourself

- The true path to great leadership is to be humble and look for the greatness of others.
- Optimal leadership requires that we keep our inside (our selfleadership heart) as well as our outside, clean.
- True leaders act with integrity and expect their followers to do the same.
- Effective leaders let their light serve as beacon that leads followers to their own best light.

Part two focus on how to lead others with compassion. Above all else effective leadership requires compassion. When flawed human beings begin to lead other flawed human beings, compassion is the only dependable leadership ingredient that flows from real wisdom. The major points could be summarized as follows:

- Wise leaders recognize that all have their own weaknesses and we need to be compassionate to those are erring rather than accusing them.
- True leadership is founded on expressing love for the greatest benefit of all involved.
- The Golden Rule is a priceless guide for leadership.
- Forgiveness, not condemnation, will firm followers and create a friendly surface for leaders to fall on when they stumble.
- True measure of compassionate leadership is the care leaders give to the least of their followers.

Part three discusses how to lead others to be their best selves. Real leadership comes from within. Each of us can be our own ultimate best leader. Wise leaders lead others to lead themselves. Here are the main ideas of part three:

- The seed of leadership will grow only in soil that prepared to accept them.
- A mark of a true leader is the ability to forgive and then see opportunities for learning in the mistakes of the followers.
- Real leaders are humble servants, not power hungry tyrants.
- The most clear-sighted leaders recognize their own blindness and instill and rely on the selfleadership of followers.
- True leaders focus on the hearts of followers and recognize that small contributions with sincerity can form the foundation of large success.
- Wise leaders foster follower's commitment and teamwork rather than followers' calculating compliance.

Part four is focus on planting “golden mustard seeds.” Great trees grow from tiny seeds. Wise leadership involves planting good seeds in good places at the right times, and then letting great things grow. The principles are:

- Wise leaders understand the power of small things, which can be the seed of greatness.
- Love and faith are the ultimate ingredients for mountain-moving leadership.

The book may seem religious at the first glance but it is not exactly so. The lessons are drawn from the wise teachings of Jesus but the principles and applications are very relevant to contemporary times – applicable to families, churches, schools, businesses, and other organizations. Actually, careful study of these lessons may change your thinking about leadership forever and provide valuable insights into how to promote a more constructive and compassionate world for all of us.

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