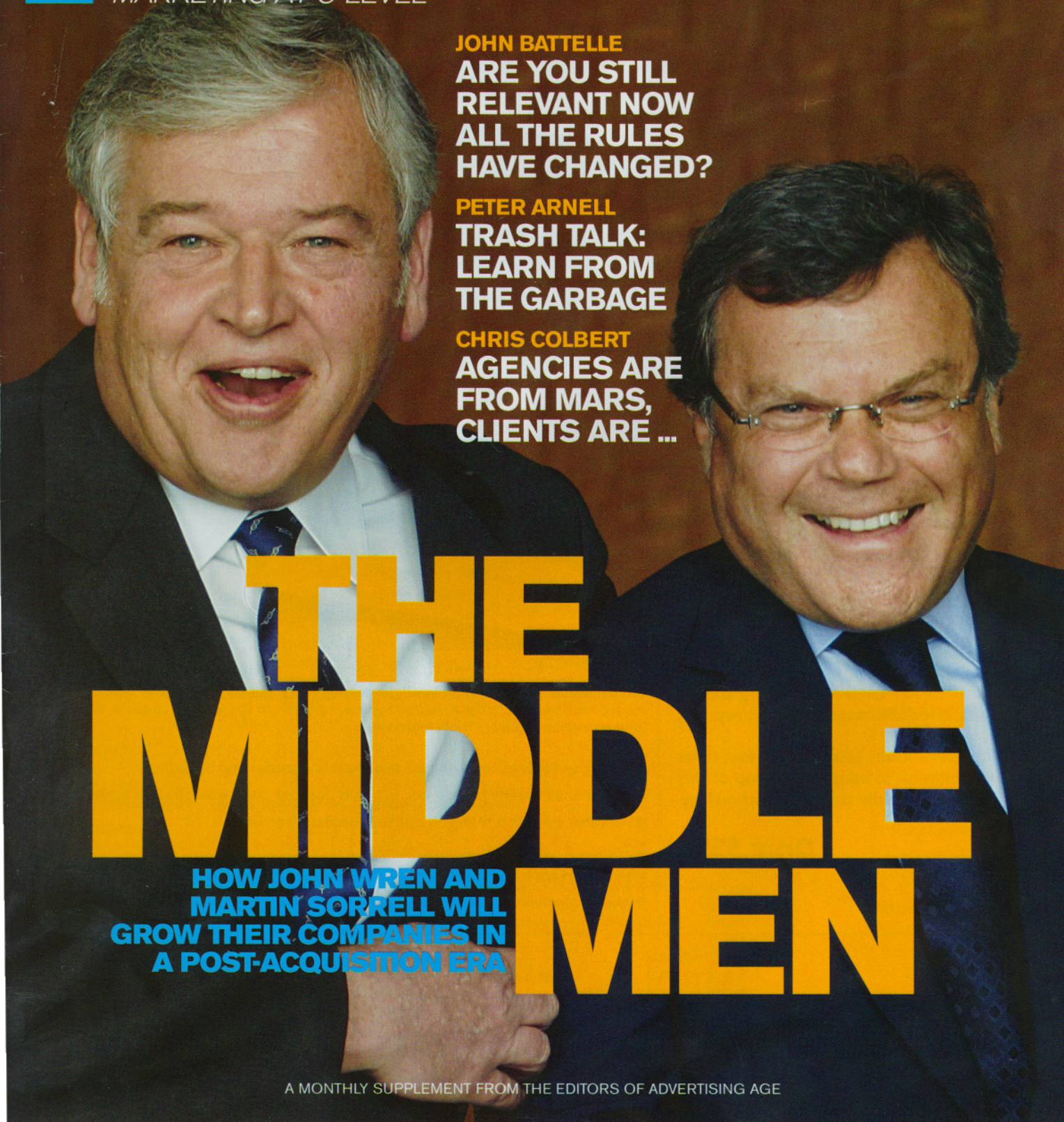


AdvertisingAge's

JULY/AUGUST 2005

point

MARKETING AT C-LEVEL



JOHN BATTELLE
ARE YOU STILL
RELEVANT NOW
ALL THE RULES
HAVE CHANGED?

PETER ARNELL
TRASH TALK:
LEARN FROM
THE GARBAGE

CHRIS COLBERT
AGENCIES ARE
FROM MARS,
CLIENTS ARE ...

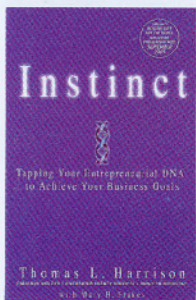
THE MIDDLE MEN

HOW JOHN WREN AND
MARTIN SORRELL WILL
GROW THEIR COMPANIES IN
A POST-ACQUISITION ERA

Genetic modification? Author says secret of success can be chalked up to your DNA

Donald Trump would call it "street smarts." NASA would call it "the right stuff." **Thomas Harrison**, chairman and CEO of Diversified Agency Services at Omnicom calls it "entrepreneurial DNA."

Harrison was schooled and worked as a cell biologist, and his upcoming tome—to be published by Warner Books in September—demonstrates that behaviors and personalities that lead to business success are profoundly influenced by cell biology, evolution and genetics.



"Instinct: Tapping Your Entrepreneurial DNA to Achieve your Business Goals"

doesn't claim to be a rigorous mapping of the human genome, but it does draw on hundreds of interviews with some of the world's most impressive entrepreneurs—

Home Depot cofounder Bernie Marcus; Chicagoan billionaire Sam Zell; and Debbie Fields—to identify their "Success Promoters."

The reader can measure whether he or she has the goods—a simple qualitative survey assesses whether or not you possess the "Cold Call" and "Seeing Around Corners" genes, among others. But don't despair if you find yourself lacking, because Harrison shows you how you can cultivate these traits too.

"If you have this 'entrepreneurial DNA,' you will be successful," writes Harrison, "Not necessarily the way you predict, not necessarily in the time frame you expect, but you will succeed—whatever that means for you. And if you adopt the Success Promoters that nourish entrepreneurial DNA, you'll do better at whatever you attempt."

—By Brooke Capps

MOST CRISIS PRONE BUSINESSES IN 2004

1. Merck
2. Wal-Mart
3. Enron Corp.
4. SBC Communications
5. Microsoft
6. Parmalat SpA
7. Boeing
8. Computer Assoc. Int.
9. HealthSouth Corp.
10. Chiron Corp.

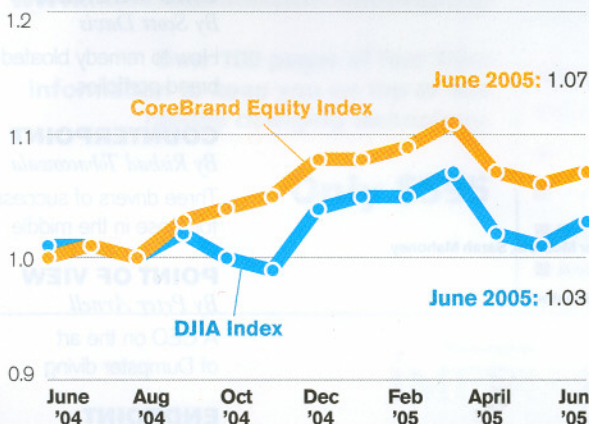
SOURCE: INSTITUTE OF CRISIS MANAGEMENT

“ On average, slightly more than half of all crises that strike large corporations and small and medium size businesses, as well as not-for-profits, are caused by management, compared to 28% of all crises caused by employees and 19% triggered by outside forces.”

“ But, based on the ICM Crisis Database, you are far more likely to experience a smoldering crisis than a sudden crisis. On average, 71% of all crises are the type that start out small and may take days, weeks or even months before they get out of control and draw public attention, while 29% of all crises are the sudden, unexpected type.”

—Excerpts from the 2004 Institute of Crisis Management Annual report

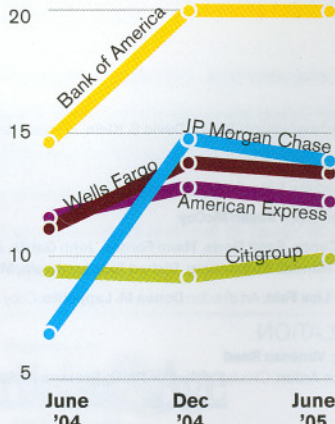
CoreBrand Value Index: up 0.01



The CoreBrand Equity Index and DJIA are up 0.01 and 0.02 points respectively in June. This is a reversal of the trend of the previous 3 months. The DJIA has begun to recover slightly faster than corporate brand equity.

The Index measures the equity value of a portfolio of 10 blue-chip corporate brands to track trends in corporate brand value. Index value of 1.00 based on Aug. 2, 2004 portfolio value. Source: CoreBrand

Sector Report: Finance



In the Finance sector, Bank of America and JPMorgan Chase have the most valuable brands. JPMorgan Chase has seen significant brand equity value gains since the merger with Bank One.

Scale is \$1 billion in brand equity. Source: CoreBrand