



# A Wetherhaven Production

## Think Big Folder Fall 2000

The vast majority of my finds came from The Wall Street Journal. I rarely have time to read much more except those times I read Fast Company or Online Training or a novel.

### Vision

- WSJ Clarus ad 10/5/00: It's not hard to be a visionary when you can see this clearly.
- WSJ Enterasys ad 10/18/00: Celebrate the vision of a legend, Lennon his life and work
- EMarketing Scotchprint Graphics ad 10/00: Want to be king of the jungle? If you want to survive out there, you gotta think big.
- WSJ PriceWaterhouseCoopers ad 10/27/00: What motivates you? Tomorrow
- WSJ UBS ad 11/10/00: Vision. Between a problem and the right solution lies a world of possibilities.
- WSJ syngenta ad 11/21/00: Vision, Without vision you won't see growth.
- WSJ syngenta ad 11/22/00: Focus, With all efforts focused on one goal, success becomes a far surer thing.

### Performance

- WSJ rare ad 10/00: If you want to finish first you need to have what it takes to win, commitment, vision, power, execution.
- WSJ Enterasys ad 10/27/00: The power to take your next great idea and run with it.
- WSJ i2 ad 10/31/00: ...faster, smarter and exponentially more valuable
- WSJ covisint ad 11/6/00: The wisdom of experience. The energy of youth. Limitless potential.
- WSJ KeyCorp ad 11/8/00: Synchronicity is: The incredible combination of peak physical conditioning, extensive training and mental fortitude to achieve the seemingly impossible.
- WSJ UBS ad 11/17/00: Performance, in an increasingly competitive world, the smallest edge can create the most telling advantage.

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### **Inspiration**

- Oregonian article 10/9/00: Start-ups pitch their dreams
- WSJ Agilent ad 10/5/00: Dreams made real. Faster. Faster. Hold on tight, we're just getting started.
- WSJ Microsoft/Intel ad 10/5/00: ...because they knew that if they didn't get to the market quickly, they didn't need to worry about getting there at all.
- WSJ Nortel ad 10/5/00: What do you want the internet to be? Like flying very close to the ground.
- WSJ AC/i2 ad 10/5/00: Renamed. Redefined. Reborn.
- WSJ Genuity ad 10/5/00: Do you want to change the world?
- WSJ compaq ad 10/20/00: Once you're free, it's hard telling where your imagination might take you. Inspiration comes with no strings attached.
- WSJ Sun ad 10/30/00: Wakeup call!
- WSJ compaq ad 10/30/00: If information is power, then inspiration must be the power of our potential. The power that moves us from the systematic to the spontaneous. Inspiration is the number one cause of greatness.
- WSJ Redleaf ad 11/00: That's the thing about extraordinary ideas. They rarely turn up in ordinary places.
- WSJ Credit Suisse ad 10/00: Before it's a trend, it's a shift. Before it's a change, it's an opportunity. And before you know it, it's gone.
- WSJ Hughes ad 10/31/00: The first one to the future has the best view. Who can explain progress? The restless need to push the limits and move to a higher level.
- WSJ Fujitsu ad 11/8/00: Your business is as unique as your DNA...No two eyes see the same world. No two businesses are identical. The possibilities are infinite.
- WSJ Booz.Allen ad 11/14/00: It's the dawn of a new era in business. Have you seen the light?
- WSJ Openwave ad 11/20/00: A revolution starts with a lot of talk. Followed by a profound and decisive event.
- WSJ work.com ad 10/5/00: Rise up and prosper!

### **Team Work**

- WSJ NiSource ad 11/1/00: Pulling together and moving forward.

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- WSJ JDEdwards ad 11/2/00: Appoint yourself chief freedom officer. Let's talk about freedom to collaborate. Collaborate or die.

### **Marketing, positioning**

- WSJ PeopleSoft ad 10/5/00: Success comes from anticipating your customers' needs before they do.
- WSJ Zyman ad 11/22/00: Marketing as we know it is dead. And every day, more marketers crawl into the grave with it.
- WSJ article on Cisco 10/00: How to drive an express train: Put customers first, view rivals as 'good guys'

### **Human element**

- WSJ article 11/7/00: Mercer tries to keep employees through its externship program
- WSJ article: Individuality conquers information overload as weblogs proliferate
- WSJ Cisco ad 10/19/00: Find your best talent on the internet.
- WSJ ad for kids WSJ 10/5/00: She wants to be your next CEO
- WSJ article 11/15/00: The really early midlife crisis. Internet fallout sparks some underage soul-searching; Is this all there is to life?
- WSJ article 11/00: High-tech lift for India's women. Software boom creates jobs for the educated, making some wives chief earner.
- WSJ article 11/10/00: College: Luxury learning. To woo top applicants, colleges are on a \$14 billion building binge

### **Technology**

- WSJ everypath ad 10/5/00: everypath, get mobilized
- WSJ article 11/00: Motorola joins technology-outsourcing wave
- WSJ article 10/00: GuruNet helps you decipher big words, locate small places
- WSJ IBM/i2/ariba ad 10/27/00: What a great location for an e-marketplace. (Picture of a penguin on an ice float)
- WSJ webbasis ad 10/20/00: Picture a full page of technology statements
- WSJ Lava ad 11/00: We enabled a database of over 800,000,000 names to be searched in under three seconds.
- WSJ Technology section 11/13/00: How technology has changed the way we take vacations, go to church, deal with doctors, have dinner, find love etc....