

MEMORANDUM

TO: Donald Boroian
FROM: Richard Gosswiller
DATE: September 13, 1985
RE: MEL TINNEY'S BOOK

If I wanted to go out into the world and start an advertising agency, I can't think of a better guide than this short, easy-to-read, volume. Even a person with a considerable background in advertising and a good deal of talent pauses before taking the risk of starting his own business. Mel Tinney makes it clear early in the book—and throughout—that the secret to business success is establishing good relationships with people. He does this so persuasively, in fact, that he virtually removes the threat of failure. Whether or not this is what he intended, I believe it is what he has achieved. I am left with a feeling that, "Oh, I can do that!"

In addition to the psychological support this book offers, it also provides excellent information on day-to-day conduct of the business in the early stages. However, in this area it is frankly incomplete when compared, say, to a franchise operations manual. There are many questions it does not answer that a manual should. However, this is not a manual. It is a brilliant introduction to the world of advertising for a person who wants to start into business and be his own boss.

Incidentally, if the publication Advertising Ideas is still being printed (the copy we have is dated January, 1980), I would very much like to subscribe to it for our department. It is full of interesting, useful ideas. (See Page 3, Top Left We should immediately remove the funeral-like borders from our ads and replace them with "a fine line." Don't you agree?)

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cc: file