

speaK ASIA

A Quarterly roundup of news and events by The London Speaker Bureau~SouthEast Asia & HongKong

FEATURED KEYNOTE



James Cameron Film-maker & Explorer

- § Director of the two top grossing films of all time, *Titanic* and *Avatar*
- § Five-time Academy Award winner and four-time Golden Globe winner
- § First man to complete a solo journey to the Mariana Trench, the deepest known place on the planet
- § Founder of Earthship Productions, to make documentary films promoting ocean exploration and conservation

please see next page for more

The Next U.S. President Global Impact and Challenges

After two terms of the Obama administration, the American people go to the polls in November to elect the 45th President of the United States who will take office in January 2017.

Our speakers bring authoritative commentary, sharp analysis and informed insights of the new White House, and discuss the impact and challenges to business and society to be expected from the next President.



Richard Quest

**CNN INTERNATIONAL BUSINESS
CORRESPONDENT**

Richard Quest is CNN's foremost international business correspondent and presenter of *Quest Means Business*, the definitive word on how we earn and spend our money. Based in New York, he is one of the most instantly recognizable members of the CNN team.

Quest's dynamic and distinctive style has made him a unique figure in the field of business broadcasting. He has regularly reported from the G20 meetings and attends the World Economic Forum in Davos Switzerland each year. He has covered every major stock market and financial crisis since Black Monday in 1987 and has reported from key financial centres globally including Wall Street, London, Sao Paulo, Tokyo and Hong Kong.

He is also the established airline and aviation correspondent at CNN and presents the monthly CNN *Business Traveler* show, the definitive authority on

ELECTION 2016

making the most of doing business on the road – moving from A to B on company time.

In 2012 Quest covered the US Election campaign with his own series, *American Quest*, in which he travelled across the country interviewing a diverse range of voters.

He is a brilliant speaker on business and management issues, full of energy, humour and insights as well as a world-class facilitator.



James Rubin

**FORMER U.S. ASSISTANT SECRETARY
OF STATE IN PRESIDENT CLINTON'S
CABINET AND SUNDAY TIMES
COLUMNIST.**

James Rubin is an internationally renowned foreign affairs journalist, academic, and world-leading authority on U.S. diplomatic, national security and foreign policy. In September 2014, he joined The Sunday Times as a columnist.

Rubin served under President Clinton as Assistant Secretary of State for Public

continues on back page ■

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FEATURED KEYNOTE

James Cameron

Award Winning Film-maker and Deep Sea Explorer

Born in Canada, James Cameron moved to California in 1971 at the age of 17. He studied physics at Fullerton Junior College while working as a machinist, and later a truck driver. Setting his sights on a career in films, Cameron quit his trucking job and went to work on low-budget science fiction films as a self-taught designer and visual effects artist.

In 1984, his first directed film, *Terminator*, became an unexpected breakout hit. Since then, Cameron has written, produced, and directed a number of award-winning films that have blazed new trails in visual effects and set numerous box office records, including *Avatar* and *Titanic*, which are the two highest-grossing films in history.

Avatar, a 3-D science-fiction epic set in the virgin ecosystem of a distant planet, required more than two years of development of new production technologies, including image-based facial performance capture, a real-time virtual camera for CG production, and the SIMULCAM system, for real-time tracking and compositing of CG characters into live-action scenes. These techniques are combined with stereoscopic photography to create a hybrid CG/live-action film. *Avatar* won Golden Globes for Best Director and Best Picture. It was nominated for nine Academy Awards and won three.

Two of Cameron's passions – film making and diving – blended in his work on the movies *The Abyss* and *Titanic*. The latter required him to make 12 submersible dives to the wreck itself, two and half miles down in the North Atlantic. Bitten by the deep ocean exploration bug, Cameron formed Earthship Productions to make documentary films about ocean exploration and conservation.

Since that first



expedition, Cameron has led six subsequent expeditions, including a forensic study of the Bismarck wreck site, and 3-D imaging of deep hydrothermal vent sites along the Mid-Atlantic Ridge, the East Pacific Rise, and the Sea of Cortez. He has made 72 deep submersible dives, including 33 to Titanic, logging more hours on that ship than Captain Smith himself. Of these dives, 51 were in Russian Mir submersibles to depths of up to 16,000 feet.

To bring with unprecedented clarity the experience of deep-ocean exploration to a

Imagination is a force that can actually manifest a reality. Don't put limitations on yourself. Others will do that for you.

global audience, Cameron set to work on a digital 3-D camera system, which he developed with engineering partner Vince Pace.

In preparation for his 2001 expedition to the Titanic wreck, Cameron developed revolutionary fiber-spooling mini-ROVs, as well as other deep-ocean lighting and photographic technology. His team's historic exploration of Titanic's interior was the subject of his 3-D IMAX film, *Ghosts of the Abyss*.

Cameron returned to the Titanic site in 2005 to extend his interior exploration with new, smaller fiber-spooling ROVs, ultimately surveying more than 60 percent of the extant interior spaces of the ship, including imaging the stunningly intact Turkish Baths and other well-preserved examples of Edwardian



Cameron with DiCaprio and Winslett on the set of *Titanic*



elegance deep in the labyrinth of the wreck. Cameron recently wrapped a journey to the deepest known place in the planet, the Marina Trench, a journey seven years in the making. The expedition is chronicled in



the documentary *Deepsea Challenge*, which was released August 2014.

As an explorer, Cameron has been equally fascinated by both outer and inner space. He has worked for years with space scientists and engineers developing viable architectures for the human exploration of Mars and has been involved with a number of robotic space exploration projects. Cameron served on the NASA Advisory Council for three years, is an active member of the Mars Society and the Planetary Society, and remains as committed to the exploration of space as he is to the exploration and conservation of the oceans.

Cameron is currently developing a number of ocean projects, including an environmentally themed expedition series for television. Working with Vince Pace, Cameron is continuing to develop 3-D imaging tools and workflows for cinema, television, documentaries, and exploration under their CAMERON|PACE Group banner.

NEW SPEAKERS

Richard Mullender

LEARNING FROM A HOSTAGE NEGOTIATOR

Richard Mullender joined the UK's Metropolitan police after military service and time in the private sector. He worked as a detective investigating serious crimes. Then one life-changing day he decided to

train to become a hostage negotiator. His skills were so well regarded that he was appointed Lead Trainer at Scotland Yard's National Hostage and Crisis Negotiation Unit.

In 2004, Richard was part of the team that negotiated the high-profile release of three UN workers held hostage by the Taliban in Afghanistan. And his listening expertise contributed to the intelligence that informed the rescue of Norman Kember in Iraq in 2006.

In the decade since leaving the police, Richard has established his own independent consultancy where his skills have been in high demand. He conducts training for law enforcement agencies, advises international government bodies and coaches for the public and private sector.



Ruby Khong

PRESIDENT OF KECHARA SOUP KITCHEN

Ruby Khong is the regional director of China Overseas Petroleum Corporation, a global petroleum company. She is also the director of a chain of Himalayan artifact retail shops, and the former President of Kechara Soup Kitchen.



Ruby is no stranger to philanthropy, having volunteered in various charities including the Kechara Soup Kitchen (KSK), a community action group and NGO launched in 2006 that distributes food, basic medical aid and counselling to the homeless and urban poor in Malaysia. In 2007, she became the President of the NGO because of her strong interest in the organization and began taking leadership positions. She has also expanded the non-profit's scope, opening a number of soup kitchens in Kuala Lumpur and Penang that offer medical aid, therapy, and job placement for the homeless, in addition to food. Later on, Ruby took her involvement to a higher level when KSK planned the Kechara Forest Retreat, a holistic center on the outskirts of Pahang.

In 2012, she launched KSK's mobile clinic in conjunction with Yayasan Bakti Nusa. In 2015 she stepped down from her position as President after eight years, but emphasized that she would still be committed to serving in any way she could. She has also been recognized for her good works. In 2010, Forbes Asia selected her as one of its "Heroes of Philanthropy." In 2013, she was the recipient of two Bella Awards, a Malaysian program that honours successful women for their achievements and contributions to society.

Raghuram Govind Rajan

23RD GOVERNOR OF THE RESERVE BANK OF INDIA

Raghuram Govind Rajan took charge of India's central banking institution in September 2013. He was also the youngest Chief Economist and Director of Research at the International Monetary Fund.

Since then, he has chaired the Indian government's Committee on Financial Sector Reforms, which submitted its report in 2008. His papers have been published in all the top economics and finance journals, and he has served on the editorial board of the American Economic Review and the Journal of Finance. In January 2003, the American Finance Association awarded Dr. Rajan the inaugural Fischer Black Prize for the best finance researcher under the age of 40.



The other awards he has received include the Infosys prize for the Economic Sciences in 2012, the Deutsche Bank Prize for Financial Economics in 2013, Euromoney Central Banker Governor of the Year 2014, and Banker Magazine Central Bank Governor of the Year 2016.



Porter Erisman

LEADING EXPERT ON E-COMMERCE IN CHINA

Porter Erisman was formerly Vice-President at Alibaba Group, China's internet giant, from 2000 to 2008. He witnessed it grow from humble beginnings into the world's largest e-commerce company.

Erisman first arrived in China in 1994 and, after a year studying Chinese, he fell into a six-month stint as host of *China Through Foreigners' Eyes*, a travel programme on China Central Television.

Lured by the excitement of joining an internet startup, he joined Alibaba.com in 2000 just as the company moved out of a small apartment. Erisman worked as a Vice-President at Alibaba.com and Alibaba Group, at various times leading the company's international website operations, international marketing and corporate affairs.

In 2002, he took a year off from Alibaba to travel around the world, during which time he spent two months riding a bicycle

across China retracing the southern route of the Long March.

Erisman's book, *Alibaba's World* is an inside account of how Jack Ma, a schoolteacher with no business training, built Alibaba into the world's largest e-commerce company with more sales than eBay and Amazon combined. *Alibaba's World* was selected by Publisher's Weekly as one of the Top Ten business book releases in 2015.

Erisman wrote, directed and produced *Crocodile in the Yangtze*, an independent documentary memoir film of the nearly ten years spent at China's Alibaba.com. The film presents a rare behind-the-scenes look at China's Internet revolution and was awarded "Best Documentary" at the San Francisco United Film Festival.

Erisman received a B.A. in Political Science from Stanford University and an MBA from the Kellogg Graduate School of Management. Additional studies include courses at the Beijing Language University, the New York Film Academy, and the Culinary Institute of America.

Hamish Taylor

AWARD-WINNING RECORD OF DRIVING INNOVATION AND CHANGE IN VERY DIFFERENT ENVIRONMENTS

Hamish Taylor was trained in brand management at Procter & Gamble, he was a Management Consultant at Price Waterhouse, Head of Brands at British Airways, CEO of Eurostar, and CEO of Sainsburys Bank – all before he was 40!

In each case, he left behind a record of significant growth or turnaround triggered by a willingness to challenge industry and organisation norms and place the customer at the core of all activities.

He has also been dubbed the "master thief" by the Inspired Leaders Network due to his record of "stealing" ideas from one environment to use in another. Examples include yacht designs for aircraft interiors, Disney for help with airport queues, and rugby referees for fresh approaches to financial risk and regulatory compliance.

In 2004, Hamish launched his speaking and consultancy career and, in the past 5 years alone, over 250 organisations in more than 45 different countries have sought his inspiration. He acts as a global advisor to some of the world's largest companies, but is equally happy working with small companies, often assisting with specific innovation projects, new business pursuits and/or people development.



Chris Gardner

ENTREPRENEUR, AUTHOR AND PHILANTHROPIST

Chris Gardner is an entrepreneur, author, philanthropist and single parent whose breakthrough work has been recognised all over the world.

Few stories are as inspiring or moving as Gardner's astonishing rise from



homelessness to the pinnacle of finance. Overcoming tremendous odds to get his brokerage training, he established himself as a top earner at Bear Stearns & Co from 1983-1987 before founding his own firm Gardner Rich LLC in 1987.

The amazing story of Gardner's life was published as an autobiography, *The Pursuit of Happyness*, and became a New York Times and Washington Post #1 bestseller. The book spent over twenty weeks on the New York Times bestseller list and has been translated into more than forty languages.

Gardner was also the inspiration for the movie *The Pursuit of Happyness*. Will Smith starred as Gardner and received Academy Award, Golden Globe and Screen Actors Guild nominations for his performance. Gardner was an associate producer on the film.

In his second New York Times bestselling book, *Start Where You Are: Life Lessons in Getting from Where You Are to Where You Want to Be*, Gardner shared his philosophies on creating a fulfilling, successful life. The book provided a much-needed blueprint for navigating tumultuous times with a positive outlook, courage, tenacity and discipline.

Ben Saunders

POLAR EXPLORER AND ENDURANCE ATHLETE

Ben Saunders is one of the world's leading polar explorers, and a record-breaking long-distance skier who has covered more than 6,000km on foot in the Polar Regions since 2001. His accomplishments include leading The Scott Expedition, the longest human-powered polar journey in history, and the first completion of the expedition



Red HongYi

ARTIST-ARCHITECT KNOWN FOR CREATING PIECES USING EVERYDAY, UNCONVENTIONAL MATERIALS



that defeated Captain Scott and Sir Ernest Shackleton, a 105-day round-trip from Ross Island on the coast of Antarctica to the South Pole and back again.

Ben is the third person in history to ski solo to the North Pole, and holds the record for the longest solo Arctic journey by a Briton. He is also the founding editor and publisher of *Avaunt Magazine*, a global brand ambassador for Land Rover, an honorary member of the Cordon Rouge Club, an ambassador for the Prince's Trust, a patron of British Exploring, a fellow of the Royal Geographical Society, and an acclaimed keynote speaker, described by

TED as 'A master storyteller'. One of a small group of repeat main-stage TED speakers, in 2005, 2012 and 2014, Ben's TED talks have been viewed online nearly four million times.

As a motivational speaker, Ben has delivered keynote presentations in nearly 30 countries to many of the world's largest and most successful corporations. He speaks with honesty, humility and passion about motivation, goal setting, teamwork, success, failure, risk-taking, overcoming adversity, dealing with change, and achieving what we set out to achieve, no matter how steep the odds.

After graduating with a Masters in Architecture from the University of Melbourne, Red moved to Shanghai for a career in architecture. She fell in love with the city's chaotic charm, once home to her father and grandparents. Inspired by her surroundings and the range of affordable materials available from wholesale markets, it was here that HongYi completed her first unconventional work, a portrait of Chinese contemporary artist Ai Weiwei made entirely out of sunflower seeds. A wave of innovative artworks ensued, including a portrait of Adele using 1500 melted tea lights, Aung San Suu Kyi with dyed carnations, a hanging structure of Jackie Chan using chopsticks. The use of materials in bulk in her project alludes to the globalization and mass production in China and Asia.

HongYi has been featured in publications including *Wall Street Journal*, *TIME*, *Fast Company* and *Huffington Post*. She has spoken at conferences internationally on the topics of creativity and innovation, including the APEC Young Entrepreneur Conference in Beijing, TEDxKL in Kuala Lumpur, EG Conference in Monterey, California, and presented at the World Economic Forum 2015 in Davos, Switzerland.

She is inspired by human diversity and the nuances of the human experience, and hopes her work will continue to allow her to share with and learn from different people and cultures.



Fredrik Hären

AUTHOR AND SPEAKER ON BUSINESS CREATIVITY

Fredrik Hären has delivered over 2,000 presentations, lectures and workshops in more than 60 countries on 6 continents and has inspired hundreds of thousands of business people to become more creative and to look at the world in a new way.

He is the author of nine books, including *The Idea Book* that was included in "The 100 Best Business Books of All Time". *The Idea Book* is a combined book and notebook designed to develop creative thinking skills.

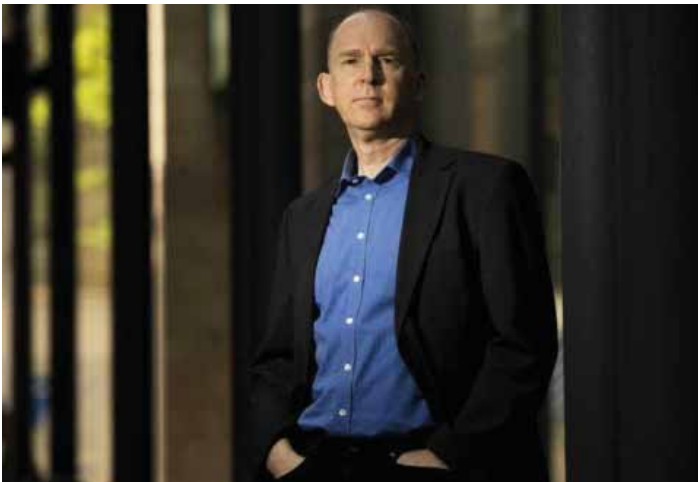
Another widely-acclaimed book is *The Developing World*, about how an explosion of creativity from the developing world is changing the world – and why the developed world need to start paying attention. Fredrik has spent the last 4 years researching his latest book, *One World. One Company* about how "some of the best companies in the world are becoming global – and why you should too".

The Biology of Trader Gut Feelings

DERIVATIVE TRADER TURNED NEUROSCIENTIST, JOHN COATES, is the author of the financial bestseller *The Hour Between Dog and Wolf: Risk-Taking, Gut Feeling and the Biology of Boom and Bust*.

His recent research was featured in the New York Times, Financial Times, Le Figaro and Reuters, where he set up a study of hedge fund traders to answer a simple question – are gut feelings merely the stuff of trading mythology? or are they real physiological signals?

“I suspected from my days of trading that hunches were real and valuable, that when I scrolled through the range of possible futures one just ‘felt right’. Then, after leaving Wall St and conducting several trading floor studies, I noticed an intriguing pattern to many of my results: the traders’ physiological reactions to volatility and risk often diverged from their psychological responses; and



further, the physiological responses were more accurate. For example, traders’ cortisol levels track volatility in their P&L and the market more closely than do the traders’ conscious assessment of risk.”

If our physiology is such a good risk manager, is it possible that traders who produce stronger physical responses to the markets and who are better at sensing these ‘gut feelings’ make better traders?

What is extraordinary is that nobody is aware of this driver of profitability and survival. Academic economics and finance is so focused on conscious reasoning that they completely miss the real action, which is taking place in the dialogue between brain and body. They have studied the tips of the flame rather than the base.

The implications are intriguing. People question whether human traders can compete against algos. If we focus on conscious mind and model it as a piece of software we will conclude that humans are doomed. But if we recognize that body and brain act as a single functioning unit, that they form a parabolic reflector collecting signals inaccessible to conscious mind, then we will also recognize how exquisitely we are constructed for rapid pattern recognition. Humans can indeed compete against the machines.



FIFTEEN YEARS AGO, WHEN TECHNOLOGY FUTURIST AND Information Risk Consultant Simon Moores was involved with the UK government’s roll-out of the Internet and early broadband, he warned that we needed to anticipate the known and unknown consumer risks that would accompany an ‘always-on’ society. Government’s view at the time was very much that universal connectivity was a priority and that the security industry would solve the growing problem of online crime; then still relatively primitive in nature. It didn’t.

Those “comfortable assumptions” surround the belief, still held by many, that achieving a confident level of information assurance still remains as simple as buying a ‘black box’ or installing the latest anti-virus update. This simply fails to take account of the serious nature of the arms race we are experiencing, one involving highly sophisticated and well-funded organized crime groups and state-sponsored hackers.

His view is that we are occupying a vulnerable moment between two technology waves in the information security space. The first appeared around 2004 when information risk ceased to be associated with nuisance exploits and attracted the attention of organised crime. The second is just in front of us and the future looks vaguely as if it is following the plot of a dystopic vision of tomorrow, as billions of independent and increasingly autonomous smart devices appear online.

FTSE at record high as pound falls; Brexit plan fuels currency drop

AS THE FTSE 250 SHARE INDEX HIT AN ALL-TIME RECORD AND sterling fell to a 31-year low, Linda Yueh, Adjunct Professor of Economics at London Business School says we should expect years of economic uncertainty.

Commenting on the inverse correlation between the pound and stocks Linda says, “A large part of the rise is due to the preponderance of export-oriented listed companies that sell to the global market. And their expected earnings are marked higher by a weaker currency.”

In a sense, Brexit has provided a reason for the new government to change course,” says Yueh. “But, actually, the global context has also shifted.”

Globally, bond yields are at historic lows, fueled by central banks’ negative interest rates and expectations of slow growth in major economies.

Pippa Malmgren discusses the impact of AI and Robotics on the economy

PIPPA MALMGREN WAS FINANCIAL MARKET Advisor to President G.W. Bush and Special Assistant to the President on the National Economic Council. She was a member of the President's Working Group on Financial Markets, the President's Working Group on Corporate Governance and the White House Working Group on Terrorism Risks to the Economy.

Today's technology enables scientists to craft biological, DNA-based viruses that affect only one individual, thus forcing security and intelligence services around the world to both protect the DNA of their own leaders and gather the DNA and other markers of other countries' leaders.



Malmgren has the ability to astonish audiences with relevant facts and stories by drawing on her extensive personal contacts with key policy makers to provide a more nuanced understanding of global issues. As she says "people love hearing about the 'inside baseball' on policy issues." She always commits to a view and always tailors her talks to the specific interest of the audience, and never uses notes! She draws in all relevant angles: monetary policy, foreign policy, strategic security, commercial facts like the specific level of returns and profit margins.

She also speaks about how there are only two forces in the world economy: the power to generate a profit and the power to tax it. The entrepreneur and the state become increasingly pitted against each other when states are so burdened by debt that they cannot deliver on the promises they have made to their citizens and yet want to tax them more.

FEATURED MASTERCLASS



Professor Costas Markides

Regularly ranked among the world's top 50 business thinkers by the Thinkers50, Professor Costas Markides is recognized as one of the foremost experts on strategy and innovation. His work explores how established companies can pursue radical or disruptive innovation and how they can compete with two business models in the same industry. He is currently Professor Robert P Bauman Chair of Strategic Leadership at London Business School, together with numerous consulting projects with clients all over the world.

Disrupt Your Strategy for Winning

Innovation is a word we are using too much lately, but things rarely change just because we bring this issue on board. There are some 'sacred cows' in every business that just can't let you really think outside your box. In this masterclass devoted to Strategic Innovation, Professor Costas Markides works with your executive team to help you rethink some of the most orthodox assumptions, recreate a strategy for today's new world and rebuild your organization to reach new targets.

THE MASTER CLASS

Costas will lead you through a tailored series of discussions and exercises highlighting the most important elements of successful strategic innovation:

- » Assumptions and decision-making: Questioning is not enough
- » What are the sacred cows in your organization?
- » How to innovate: Focusing on your business and looking outside for ideas
- » Your organizational environment and changes you would like to see
- » Beyond Creativity: How do you know if your idea is any good?
- » Selling your ideas to win emotional commitment from your employees
- » The Knowing-Doing Gap and what to do about it

WHO WILL BENEFIT

- » Top executives of established businesses seeking new frontiers and markets
- » Organizational development teams and managers responsible for implementing change projects
- » Companies facing severe competition and looking to stress unique competitive advantage for their products

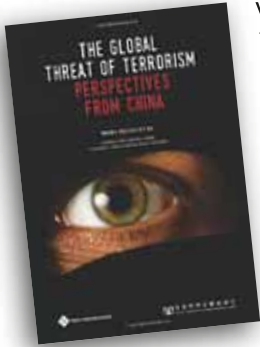
THE VALUE AND EXPECTED OUTCOMES

- » Ideal mixture of world-class academic concepts and real-life business examples to trigger innovation where it is most needed
- » Inside track on some of the most inspirational recent case studies, examples, and best practices
- » Sincere discussion with your top team, sparking new ideas and insight
- » Putting your particular business in focus

FEATURED BOOKS

Wang YiZhou : THE GLOBAL THREAT OF TERRORISM: PERSPECTIVES FROM CHINA

The rise of terrorism has become a major factor in the destabilization of global structures since the end of the Cold War. Large-scale, highly impactful terrorist attacks have occurred nearly every year and even every month since the 1990s. Many countries,



regardless of their stability or volatility, have been hit by this new wave of terrorist tactics. The book analyses the underlying conflicts in the current international regime and argues that eliminating terrorism requires new security thoughts and strategies.

The book aims to deepen the current debates on international terrorism and inspire new thoughts. It comprehensively includes leading Chinese scholars' readings and interpretation on international terrorism.

Jo Malone : MY STORY

Jo Malone is the inspirational British businesswoman responsible for creating her globally renowned beauty business and, more recently, her new brand 'Jo Loves'. This autobiography tells in full her incredible journey from modest beginnings as a teenager, struggling with dyslexia and leaving school with no qualifications, to becoming an international brand name and one of the world's most successful entrepreneurs.

Jo's lively story explores how her fascination with smell teamed with her natural ability to create world-famous blends such as 'Lime, Basil & Mandarin', revolutionised the way we think about fragrance.



from Cover page

The Next U.S. President

Affairs and Chief Spokesman for Secretary of State Madeleine K. Albright from 1997-2000. He also acted as a special negotiator during the Kosovo crisis to secure the demobilisation of the Kosovo Liberation Army.

From 2000-2008, Rubin worked in London as a broadcaster, professor, and financial communications strategist. He was Anchor and World Affairs Commentator for Sky News from 2005-2007 and Visiting Professor of International Relations at the London School of Economics before that.

He has written extensively for The New York Times, Financial Times, Washington Post, The New Republic, Newsweek, and Foreign Affairs; and appears frequently on CNN, BBC, Sky, and MSNBC.

Rubin serves on the Board of the International Peace Institute.



Roger Fisk

CAMPAIGN STRATEGIST FOR BARACK OBAMA DURING TWO SUCCESSFUL PRESIDENTIAL ELECTION CAMPAIGNS

Roger Fisk is the political campaign, marketing and media strategist widely credited with playing a key behind-the-scenes role in the back-to-back electoral victories of US President Barack Obama in 2008 and 2012. He was heavily involved in these game-changing campaigns which are regarded as the best run presidential campaigns in the history of US politics. During the campaign, Fisk served as principal liaison with US Secret

Shaukat Aziz : FROM BANKING TO THE THORNY WORLD OF POLITICS

The book begins with the day General Pervez Musharraf called Shaukat Aziz out of the blue and asked him to join his government. The two men had never met.

Shaukat Aziz left behind a thirty-year career as a senior Citibank executive to join a military regime in Pakistan, following a coup in 1999. Two years later, 9/11 made Pakistan a vital strategic ally in the War on Terror. This is an insider's account of what it was like to hold high office in one of the most challenging parts of the world.

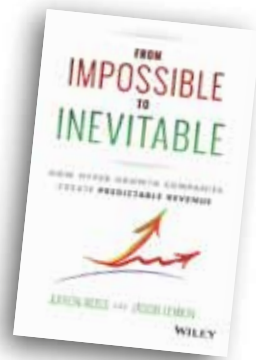
While campaigning to be prime minister, he survived a car bombing by al-Qaeda, which drove him to engage in the fight against global terrorism.

Aziz went on to steer one of the biggest economic turnarounds in recent history.

Aaron Ross : FROM IMPOSSIBLE TO INEVITABLE—HOW HYPER-GROWTH COMPANIES CREATE PREDICTABLE REVENUE

Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth.

From Impossible to Inevitable details the hyper-growth playbook of companies like the record-breaking Zenefits — which skyrocketed from \$1 million to \$100 million in two years, Salesforce.com — the fastest growing multibillion dollar software company, and EchoSign aka Adobe Document Services — which catapulted from \$0 to \$144 million in seven years.



Service and local law enforcement, and was directly responsible for coordinating and managing the media's coverage of over 150 events across the country.

Fisk has a deep understanding of 21st century presidential politics, political campaigning and the unprecedented power of information, relationships and marketing. He successfully engaged millions of people in long, sustained marketing and promotional strategies, using the internet and social media networks to great effect.

Fisk lectures on these revolutionary campaigning techniques while also offering high-impact seminars designed to enhance Executive Communications and Leadership Skills.

He is writing a new book *America Was My Office* which shares the stories and lessons of travelling the country across three presidential campaigns.

