

A new way to look at your business ... and expand it



Thinking has always been the source of creation, innovation, sales, and success ... but today, thinking (the plain vanilla form) is no longer enough.

Increasingly, as the 21st century unfolds, success requires thinking *how* to think ... not just coming up with insights or ideas in the same old ad-hoc way. Smart marketers no longer let their minds run unguided. They first come up with mind-triggering processes which in turn generate thoughts ... better ones than ever ... more fruitful output than 20th-century marketers dreamed possible ... a flood of profitable insights, product concepts, service possibilities, PR and ad ideas.

Mental Leverage is our special form of “thinking how to think.” It arises out of the work of our predecessors and colleagues including –

- Ernest Dichter, father of motivational research and developer of the focus group;
- Alex Osborne, co-founder of BBD&O, and his associate Charles H. Clark, author of *Brainstorming*;
- Albert Upton, author of *Design for Thinking*, and one of his students ...
- Ben Tregoe, who went on to co-found Kepner-Tregoe & Associates, now the world leader in helping executives attack problems or make decisions;
- C.K. Ogden and I.A. Richards of Oxford, early developers of practical semantics;
- And other experts in thinking how to think, going back to Aristotle and Socrates.

Mental Leverage prompts marketers to deploy their mental skills on purpose ... the right skill at the right time ... in appropriate ways ... and with great intensity and effect.

Let EraNova prove the power of Mental Leverage. We'll use it in a pilot project to attack one of your toughest marketing challenges.

Once you see the tangible results, we'll be ready to train your staff so they can use **Mental Leverage** profitably, every day, from here on out.

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