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January 31, 2010

### ■ eNewsletter February 2010

Dear Reader

Based on the high quality comments and feedbacks this eNewsletter receives every month, I decided to increase the interaction part. Don't miss your chance to win Apple's new iPad and submit an example of a successful B2B service innovation. However, if you are more interested in an innovate case study format, please download the "Esoteric Client".

Kind regards from Switzerland  
Stefan Michel



### ■ I trade an Apple's iPad for your good idea



I am currently researching service innovations within a Business-to-Business context (B2B). I would be very interested to hear from you great examples or case studies, where

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companies innovated their service offerings for commercial clients. Many Business-to-Business (B2B) companies try to escape the increasing price pressure by adding more services,

offering client solutions and become more innovative. However, anecdotal evidence suggests that many of these service innovations are not very successful. Nevertheless, there are great examples out there, and with your help, I am going to study the patterns of successful B2B service innovations.

Last year, I asked you to share your pricing examples, and the lucky winner, Mark Streich, got the iPod I offered. This year, the prize is one of Apple's newest iPads with WiFi and 16GB memory (or, alternatively, a 250 US\$ iTunes gift card).

How does it work:

1. Submit your case, example, vignette about a great B2B service innovation [here](#). Describe what the company offers and indicate where I can find further information.

For example:

- they provide better information
- they educate their customers
- they help them save money or time
- they innovate the buying process
- they innovate the paying process
- they create a seamless experience
- they add a new player to the value constellation
- they are able to charge more because of the perceived value added
- they are able to charge less because of cost savings
- etc.

2. By March 31, 2010, I will review all submission and decide which one I include in my research.

3. Among those submissions, the winner of the iPad will be randomly drawn and notified. Some ideas will be published in my e-Newsletter as well.

## ■ Would you fire the "Esoteric Client"?



[Download](#)

my latest case study about a client who is



very difficult to deal with. Should the manager continue

to accommodate his needs, or should he fire the client?

Post your comment on my [GfM Marketingblog](#). A selection of your comments will be published with the case later this year.

### ■ Latin for Managers, Release 6.1



Lesson 6 of our Latin class triggered some interesting discussions, since the translation itself was wrong. The latin word "sic" was translated as "sick", and therefore making fun of the State Seal of Virginia.

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Here is the Wikipedia entry for [Sic Semper Tyrannis](#)

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Sic semper tyrannis is a Latin phrase meaning "thus always to tyrants". It is sometimes mistranslated as "death to tyrants". It is most known as the official motto of Virginia and for its usage during the assassinations of Abraham Lincoln and Julius Caesar.

#### Motto

The phrase was recommended by George Mason to the Virginia Convention in 1776, as part of the state's seal. The Seal of the Commonwealth of Virginia shows Virtue, spear in hand, with her foot on the prostrate form of Tyranny, whose crown lies nearby. The Seal was planned by Mason and designed by George Wythe, who signed the United States Declaration of Independence and taught law to Thomas Jefferson.

Additionally, the phrase is the motto of the United States Navy attack submarine named for the state, the USS Virginia. The phrase is also the motto of the U.S. city Allentown, the third largest city in Pennsylvania, and is referenced in the official state song of Maryland.

#### History

The phrase is attributed to Marcus Junius Brutus, the most famous figure in the assassination of Julius Caesar on March 15, 44 BC: however, it is more probably a later dramatic invention, as Roman historians of the period did not record it. In American history, John Wilkes Booth shouted the phrase after shooting Abraham Lincoln on April 14, 1865, in part because of the association with the assassination of Caesar. Timothy McVeigh was wearing a T-shirt with this phrase and a picture of Lincoln on it when he was arrested on April 19, 1995, the day of the Oklahoma City bombing.

#### Television uses

In the fourth season of NBC's sitcom, Seinfeld, in part 2 of the episode "The Pilot", guest star, Peter Crombie played the role of "Joe Davola", a mentally unstable "madman" who has a grudge against the main star, Jerry Seinfeld. In the episode, Jerry is on set at NBC, shooting a scene in his Story within a story, "Jerry". During the shooting, Davola leaps onto the set and shouts out "Sic semper tyrannis", directing it to Jerry. The phrase is recurring in The Whitest Kids U' Know, with the phrase being said in many of their sketches.

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