

### Becoming Bucky Fuller

Loretta Lorance tries to revise Buckminster Fuller's reputation in her new book, *Becoming Bucky Fuller*, reports Michael J. Lewis in a *Wall Street Journal* review (5/5/09). By Loretta's account, Bucky should be remembered as a "failed entrepreneur" rather than a "bold visionary."

She bases her premise on Bucky's failure to realize his vision of Dymaxion House, "a six-sided living platform impaled on a central mast and hoisted into the air." Bucky's vision was that this house could be mass-produced like the Model A, but that didn't work out.

Loretta digs into "the core mythology of Fuller's long guru status." She does so by scrutinizing the "exhaustive scrapbooks" Bucky kept, which has since "served as the basis of all later scholarship."

She suggests that these scrapbooks were "something of a fiction, contrived by Fuller to conceal discreditable episodes and polish his credentials as a visionary."

However, says Michael, Loretta's portrait ultimately is "not terribly different from the one we have always had before us—a vivid example of the inventor/salesman/messiah type that America seems to produce every generation or so."

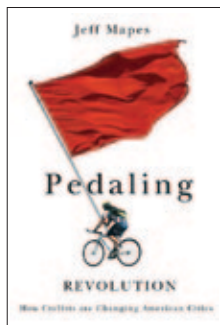
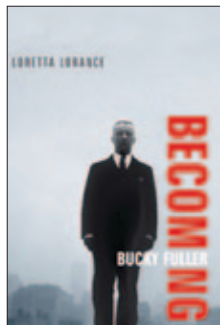
### Pedaling Revolution

When more women start riding bicycles to work—that's when the idea that bikes can replace cars in American cities will finally take hold, suggests Jeff Mapes in his new book, *Pedaling Revolution*, as reviewed by David Byrne in the *New York Times* (5/31/09).

David Byrne agrees: "I can ride till my legs are sore and it won't make riding any cooler, but when attractive women are seen sitting upright going about their city business on bikes day and night, the crowds will surely follow."

David, himself, says he's been using a bike as his "principal means of transport" around New York City for 30 years now.

Where once he shared the roadways mainly with "reckless messengers" and "some food delivery guys" he says he's "watched the streets fill over the years with more and varied bike riders."



*Pedaling Revolution* advocates for this trend, suggesting that "cycling promotion can raise society's level of general fitness, since people exercise more when it seems less like exercise and more like something mostly enjoyable that also performs a function, like getting to work."

This fledgling biking movement has been re-branded as "active transportation," in an effort to "come off as non-threatening to your average couch-bound American while carrying a nice touch of gravitas as well," Jeff writes.

Achieving this means creating more "greenways, safer bike lanes, pedestrian zones and bike parking places." However, as NYC transportation chief Janette Sadik-Kahn recently noted, perhaps also "more economically competitive as well, as more of them become places where people with ideas and creative ambitions want to both live and work."

### Che's Afterlife

"It is a book about how ideas travel and mutate in this age of globalization, how concepts of political ideology have increasingly come to be trumped by notions of commerce," writes Michiko Kakutani in a *New York Times* review of *Che's Afterlife*, by Michael Casey.

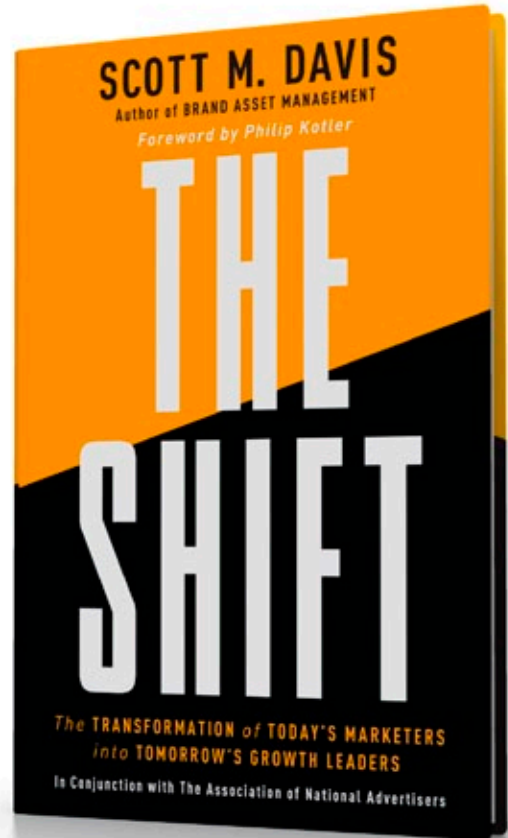
Specifically, *Che's Afterlife* is a book about how a famous photo of Che Guevara became a brand icon "as recognizable as the Nike swoosh or McDonald's golden arches" (maybe even Brand Obama).

The original picture was taken at a 1960 funeral by a Cuban photographer known as Korda. It languished in obscurity until "Fidel Castro began using the image as a branding symbol for Cuba in 1967, months before Che's death."

These days, the icon is used to sell everything from air fresheners to snowboards; there's even Cherry Guevara ice cream ("The revolutionary struggle of the cherries was squashed as they were trapped between two layers of chocolate. May their memory live on in your mouth!").

Well, after all, Che, himself, said that "the revolutionary idea should be diffused by means of appropriate media to the greatest depth possible." And, as Michael Casey notes, Che is "the quintessential postmodern icon" that means "anything to anyone and everything to everyone."

# Where are you on your journey to becoming a visionary marketer?



Traditional marketers live in a short-term world where immediate results outweigh long-term brand building. They are often limited to running agency relationships and enabling the sales force, and are constantly being squeezed for funds they do not have. But the days of marketing strategies and business strategies being created separate and apart from one another are coming to an end. The best marketers are now creating integrated perspectives that start with the growth aspirations of the entire organization.

In *The Shift*, Scott M. Davis, author of *Brand Asset Management* and co-author of *Building the Brand-Driven Business*, outlines how marketers can take action to engage more effectively with the executive team and ultimately ensure that they take a leadership role when it comes to the overall growth strategy.

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