



The Newsletter

## Editorial

### Recalculating *The New Philosophy*

by DR. G. CLOTAIRE RAPAILLE

GPS has changed my way to look at everything. If the structure is the message (see 7 Secrets of Marketing) then what is the lesson we can learn from the GPS structure and what does it mean to the way we conduct our lives?

- 1 You need to program the GPS with a specific address. You might want to go from New York to Washington. The GPS will ask you where you are exactly and where you want to go – street name, number, etc. What does it mean? We should not start moving without a clear idea of where we are and a clear idea of where we want to go. The "goal in mind" is not enough, it should include where you are now, what your location is, your resources, your strengths and weaknesses. My first insight was that the goal in mind is not enough.

Now you start and go. You are on your way toward your destination, but you don't listen to the advice or you get confused between what you see on the screen, what the woman tells you, and what you think. Result – wrong turn. The GPS does not yell at you: "Eh, idiot, why didn't you listen to me!!!! You never pay attention, etc."

2. The GPS tells you – RECALCULATING. What ever happened is done and gone. Now you are in a different position. The only thing that matters is to recalculate the next best move to put you back on track toward your destination. Major insight! Think about all the time we spend ...

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## “Plus ca change, Plus c’est pareil”

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### Quotes

*"If business travelers treated their customers the way airlines are treating us today, we would have no need to fly, simply because we would lose all our customers."*

Doug Belfiore  
Trumbull, Conn., July 5, 2007

*"The engineers who configure coach seats should spend eternity in hell sitting in coach."*

Logan T. Geeslin  
In One the Road  
by Joe Sharkey

## Brand Power

### The 10 Rules of Your Brand Code Power

In a world where entropy is the norm, i.e., where you lose your identity every minute; where people look at you but do not speak to you (they are on cell phones and have the Joan of Arc syndrome); where you are never the same person but a mosaic of identities: work - gym – home, and where the internet is the best place to lie, we need our brands to anchor us in the reality of the American culture. Strong brands are the answer to a world where we lose our identity and where reference systems are disappearing. At a certain time people had predicted that all products were going to become generic and that brands were going to become obsolete. Guess what – the opposite is happening. Strong, powerful “On Code” brands are in high demand. They are in charge of the American culture (Jeep, Ralph Lauren). This is brand power!

Here are the 10 rules to unleash your brand power:

Rule #1: People don't buy a brand, **they join** a brand.

Rule #2: **The purpose** of a brand is to perpetuate a vital element of the culture it belongs to (see Jack Daniels, Jeep, Ralph Lauren, etc.).

Rule #3: You must always keep your connection with your **village of origin**, anchoring the brand.

Rule #4: The brand logo is more than a logo – it should be the symbol of the brand (Nike, Polo, AT&T). **It deciphers** your brand.

Rule #5: **Consistency** – everything should be consistent with the brand (USP). Simple message: What do you stand for? Say it! (Volvo – safety, not safety/sexy?).

Rule #6: You can change the content, but not the structure because the **structure of the brand is the message**.

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## The City-State Code

### Why Dubai is the Future?

A new model for growth and success is clearly redefining the horizon. Singapore is now better than Switzerland and Dubai might be the new Venice.

This is the re-emergence of the city-state – independent, quick to move, less bureaucrats, higher density, and symbolically, most of the time, by the water. Think about it... Hong Kong, Venice, Singapore, Dubai, Macao, Monaco. What do they have in common? What is the model?

Commerce is their ideology, import/export, shipping and the technology to do it. Venice at its time had the best ship building facilities. Today, IT and the internet is what separates Singapore from the others. With no or less taxes, freedom of enterprise, free banking, free movement of money, the result is higher revenue than any other place in the world. The city-state chose "wealth creation" rather than "wealth distribution" and they attracted all the wealth creators of the world. Equality can be achieved in two opposite ways. Everybody becomes rich or richer (Luxembourg) or everybody becomes poor (France – USSR). You either create a class war attitude - kill the rich (guillotine) or an equal opportunity attitude ("one day, I'll become rich").

The city-states are high-density states.

A concentration of a highly qualified population, in a limited space, means you need to concentrate your energy on high productivity, high return, high value, real estate, and high efficiency (no bureaucracy, no taxes). At the same time, the high density means high security. The rule of law, the respect of individual property and stability, combined with a highly educated population, creates the best environment for investment.

This is the new model for growth. Every country that wants to grow should have many city-states within its borders, tax free zones, to encourage the creation of jobs. Why is Delaware richer (per capita) than Massachusetts (taxachusetts)? Why is Ireland doing 10 times better than France? Because Delaware and Ireland are closer to the city-state models.

This is why we are going to dedicate our energy in 2008 to discover the City-state code by studying Singapore and Dubai (one Asian city-state, Singapore, and one Arab city-state, Dubai). This work might be followed by discovering the Code for Hong Kong and Macao.

Venice is not a city-state any more. Centuries of wisdom was destroyed by Napoleon, then the Austrians, and finally Italian communists destroyed it's spirit. Today it is just a highly polluted mess infested by fat and drunk tourists, with a shrinking resident population.

Singapore and Dubai are the new Venice of the 21st century. But what model are they going to follow? Las Vegas or Zurich? Orlando (Disney) or The Bahamas? Or, are they going to create the new model for the city-state of the future?

Come with us to Dubai and Singapore next year. ■

## Dandy-Chic

### The Dress Code

Sloppiness is out, as is showing your underwear.

To be poor, fat and ugly is easy. We have done it for years. But this is over. Even if you have all the good alibis – your genes, your race, your gender, your family, etc. – you better get it right.

It is OVER.

Un-formal means you have no idea of what formal means; casual Friday means you have no idea of what non-casual means; dress-down means you have no idea what it means to dress up. The return of the dress code means you are going to have to learn the difference between black tie and white tie, tuxedo and tails, frock and jacket.

When the fashion trend comes from the ghetto, it is going down; when the music is rap and rape; again, it is taking all of us down. This is decadence – decay – a destructive trend. Guess what? We are tired of it. We want respect and good manners... we want elegance and style... we want Brummell not P. Diddy.

Schools with uniforms have better results and less bullying – companies with dress codes have less sexual harassment.

The structure is the message from clothes to music, food to art. Do we want to go toward decay, decadence and mediocrity? Or do we want to show the way to art, style and elegance? This is a choice our culture has to make and it will only make it if we become aware of the message behind the structure.

Welcome to the return of the dress code...

*"Woman get overwhelmed and confused with too many choices.*

*The mixed-and-matched look takes a lot of work.*

*If you know exactly what piece goes together, you won't even have to think about it."*

From Return of the Dress Code  
By Cheryl Lu-Lien Tan  
In the Wall Street Journal, P.1 ■

### Quote

*"You know the difference between cannibals and liberals? Cannibals only eat their enemies.*

Lyndon Johnson

*"I'm not going until I get my bag. You are treating us like animals."*

California Rep. Bob Filner  
At Dulles International Airport



## "Killing You" From China

### The Culture Code in Action

*"Chinese factories have been caught exporting poisonous pharmaceutical ingredients, filthy shellfish, bogus pet food, and faulty tires – resulting in hundreds of deaths.*

*Everything from toothpaste to toys, made in China can kill you. In 2004, small factories in central China produced cheap infant milk formula that lacked protein - 50 infants in Anhui province died from malnutrition after their parents and some doctors mistook their symptoms – bloated faces and hands – as a sign of over feeding."*

There is no surprise to those who know the Code. The Chinese reaction: "Everything is safe" is so ON CODE.

The problem is not with some individuals trying to make a quick buck. The problem is the "Culture Code." The Chinese do not care about people dying and they do not care about their image (we are addicted to cheap goods coming from China). They are going to get rich and powerful at any cost. Period!

They will deny all the charges and attribute them to Western anti-Chinese propoganda, while giving death sentences to the unlucky ones who get caught, and giving money to the lucky ones who did not.

They do not need excuses or alibis. The Chinese culture is the world mother's womb that has been raped by the West. Today they are justified at seeking revenge at any cost. See what happened with Tibet – they got Hong Kong and Macao. What do you think is going to happen with Taiwan?

They operate with a different set of principles and a different world vision. Do you remember the Cultural Revolution when people wearing glasses, and classified as intellectuals (they read), were sent to peasant camps to be re-educated and had their glasses destroyed?

Today, the Chinese culture is going to become the center of the world again (the empire of the center) at any cost. If you need proof, look at their Navy. They are becoming one of the biggest global naval powers with nuclear capacity in the world. No wonder why the Japanese are worried!

We believe, however that the American Code will prevail, that they are not going to want to lose the American market and that market economy and capitalism are going to change them. Wrong! Ask GM, Dannon and many others why they no longer trust the Chinese.

The Chinese culture is a great culture. I believe we should respect it. But at the same time, we have to demand that they respect us. We are always giving in because of the size of the Chinese market. "We have to be there," is the motto; but not at any price.

The condition is simple and it is one word – reciprocity. It is only through reciprocity that we can build guangxi, which is the code for China.

To know more, you can buy the Chinese Code one-day

(continued in the next column)

workshop for you or your team. Contact us at 845/351-3442 for more information or email Gene at gene@archetypediscoveriesworldwide.com. This could be a one-day conference with no limits on participants.

**Books to Read:** A Year Without "Made in China" by Sara Bongiorni. One family's true life adventure in the global economy

\* One man died because his cell phone battery (made in China) exploded in his pocket. Motorola said it was a fake battery. ■

## The 10 Rules of Your Brand Code Power (continued)

Rule #7: The brand manager should be a **cult leader**.

Rule #8: You should know your brand code before doing anything because **everything that you are doing should be on code**. Some brands lost it (Cadillac), some never lost it (Ralph Lauren).

Examples:	<b>On Code</b>	<b>Off Code</b>
	<b>Plus (+)</b>	<b>Minus (-)</b>
	Nike	Cadillac
	Jack Daniels	Jaguar (Lincoln)
	Jeep	Ritz Carlton
	Mini	
	Ralph Lauren	

This applies not only to cultures, and countries, but to corporations as well.

Rule #9: You keep **promoting the brand all the time** – not just before purchase. Experiencing the product, opening the packaging – feeling good about your buy, etc.

Rule #10: **The past does not exist**. You (the Brand Manager) should be in charge of managing, creating, and promoting the PAST as well as the FUTURE of the brand. Be aware of the gap between past and future. The "present" of the Brand is the connection between the past and future that activates the brand Code. ■

Dr. Rapaille conducts one day Brand Power Workshops in Tuxedo:

- The 10 rules of brand power
- Audit of your brand – are you On Code?
- How to develop and regain your brand power
- Action plan

For more information, please contact Gene Heinrich at 845/351-3442 or email gene@archetypediscoveriesworldwide.com. ■



## Editorial, suite & end:

lamenting about our mistakes or other people's mistakes. The "blaming game," the alibi game, it is not my fault, my genes made me do it, the dog ate my homework, etc. Now – recalculating is the new attitude. Why waste time, energy and emotion with what no longer exists? Re-anchoring you on where you are now is what really matters and should get all your attention.

- 3. Next turn – 800 feet away, 600 feet... 400 feet... now... anticipating your next move, preparing the mental connection, connecting the neurons, creating the network in your brain before you use it. Brain experts have been exploring that for years. If you are a tennis player or a golfer, by reviewing in your mind the right movement, again and again, you create the mental connections which make the movement more "natural" and increase your performance and your success. It is not just thinking ahead, it is creating the mental connections that you are going to need when the time for the action comes.

The structure is right. The GPS structure. "Recalculating" is the right attitude, but unfortunately sometimes the message is wrong. "Turn right" when in fact you should be turning left because of road work or because the street has changed or just it's just a plain mistake. So what do you do?

Plan B and C and D: I always have a Mapquest and a map (paper map) and my Blackberry and a cell phone and the phone number of the person I'm going to visit.

Am I paranoid or just careful?

Well, we know that only the paranoid survive and when your survival or the survival of your children is at stake, you better be paranoid, i.e., trust your reptilian brain.

We make incredible progress when we put our reptilian energy (now – movement – action) into recalculating rather than whining or blaming somebody else.

So change your life and start...RECALCULATING. ■

## The Reptilian Always Wins

### The Reptilian Censors Cats and Dogs are the Best Doctors!

They do not speak; they do not read books... but they can read you better than doctors can. Cats know when you are sick or when you are going to die. Dogs know what you need and are the best therapists. People who live with pets, live longer. Why? Because pets are the reptilian presence that we need in a world of fake reality. From Las Vegas to the internet, more cell phones mean more phony crazy people developing the Joan of Arc Syndrome (hearing voices and speaking to themselves) and ignoring you - the real person next to them. Animals are here and now – they are real, genuine, and their reptilian brain is available to communicate with your reptilian brain. No tricks, no political agendas – if they are happy to see you, they are really happy to see you. They never ask for a raise, are never on strike, never complain and are never on the phone.

I ♥ my pets. ■

## Branding the President

In 2004 I was quoted in the Los Angeles Times as branding Clinton (Bill) as the Entertainer in Chief, and he was later branded the "zipper" (whereas Ronald Reagan was the "gipper").

Today, in the NY Times, Paul Krugman branded Bush as the "narcissist in Chief".

John Kerry became "flip-flop" Kerry; Hilary is the "ice queen"; Al Gore invented the internet (sic) and Sarkozy is "the American"; while Margaret Thatcher was the "iron lady."

The new candidates are into the same branding game... Giuliani is "President of 9/11" and Edward's is "Mr. I feel pretty."

Politicians should not let other people "brand" them. They should be in charge of their own brand, clear in what it stands for and consistent with the Presidential Code, the Presidential archetype.

Nobody, however, has been called "Moses" yet. See the Culture Code page 186. ■

## Archetype News

Dr. Rapaille will give two speeches in Zurich (Isomar) in September and one speech in Nice at the Rexam Forum.

The Discovery of the Russian code is scheduled for the end of November. 2007 ■

## Books to Read

*The Pursuit of Glory (Europe 1648-1815)* by Tim Blanning and David Cannadine. Why did France develop economically so much more slowly than Britain in the 18th century. Confirmed in the French Code and British Code.

*The World Without Us* by Alan Weisman. If the Earth was de-populated overnight, how long before all trace of humankind vanished?

*A Year Without "Made in China": One Family's True Life Adventure in the Global Economy* by Sara Bongiorni. Journalist Bongiorni makes up her mind to live for a year without buying any products made in China "to see if it can be done." ■

### To learn more, contact us:

Telephone: 845-351-2400 Fax: 845-351-3410  
Email Address: gene@archetypediscoveriesworldwide.com