For sneaker lovers, December 16th and 17th come as an easy holiday in 2017, as they are the dates of the highly anticipated New York Sneaker Con. In fact, over the past few years, the annual Sneaker Con has not only been a huge success but has also grown in popularity. In 2017, Sneaker Con is expected to attract over 18,000 individuals, and is estimated to have a potential of $21 billion in sales.

Sneakers are not the last ones to own them. They are a part of our culture and have become a part of our daily lives. Whether you're into sneakers or not, you've heard of them. They're everywhere, from the sneakerhead to the average consumer. Sneakers are no longer just a way to walk, but a part of our culture. They represent a form of self-expression, and they are a reflection of our society.

Sneakers have been around for a long time. They were first used in the 18th century by the British military. In the 19th century, they became popular among the working class, and then later, they became popular among athletes. The evolution of sneakers has been rapid. In just six years, they have become a part of our everyday lives.

The sneaker market has grown by more than 40% since 2004. The international sneaker market has grown by more than 40%, and this trend is expected to continue. Americans aged between 18 and 34 spent $21 billion on footwear last year, a 6% increase over the previous year. The sneaker market has become a multi-billion dollar industry.

Recent studies have shown that 80% of sneaker sales come from the secondary market, which is its own entire entity from the primary market that most consumers identify with the Nike, Adidas, Footlocker, Finishline, and Champs brands. According to SportsOneSource, since 2004 the international sneaker market has grown by more than 40%, to an estimated $35 billion in sales. And according to The Washington Post, “millennials have become a key driver for this market. Americans aged between 18 and 34 spent $21 billion on footwear last year, a 6% increase over the previous year.”

When sneaker companies such as Nike and Adidas release highly anticipated models, they intentionally keep the production of them low, which is highly anticipated as well, keeping the trade price of them high. According to the sneakerhead, these sneakers are the most sought after, with the most coveted sneakers at the event could include rapper Eminem’s collaboration with the Jordan 4 line and U.S.-based apparel company Carhartt. This all-black shoe was initially only given out to friends and family of Eminem; and those lucky enough to have received the pair are now listing it at resale prices in the range of $10,000 to $20,000. Other highly anticipated sneakers include the recent collab between Adidas and singer Pharrell, with the line labeled as the NMD Human Races. The most recent sneakers released, Human Race x Chanel, retailed at $1,000. With the release being extremely limited, resellers have estimated that the shoe will be priced around $25,000.

Sneakers are no longer just a way to walk, but a part of our culture. They represent a form of self-expression, and they are a reflection of our society. They are a part of our culture and have become a part of our daily lives. Whether you're into sneakers or not, you've heard of them. They're everywhere, from the sneakerhead to the average consumer. Sneakers are no longer just a way to walk, but a part of our culture. They represent a form of self-expression, and they are a reflection of our society.

Sneakers have been around for a long time. They were first used in the 18th century by the British military. In the 19th century, they became popular among the working class, and then later, they became popular among athletes. The evolution of sneakers has been rapid. In just six years, they have become a part of our everyday lives.
Flying: The historic tax bill passes via the Republican majority in the house, bringing with it a new 22% tax rate for businesses, and leading the way for higher corporate revenues in 2018.

Falling: Having risen from 19,881 after January 3rd, 2017, to 24,352 on December 11th, 2017, the market may have already priced in the positive news for the year.

Falling: The House of Representatives does not pass the reform, red-lighting the principle reason for the bull market rise this season.

Falling: Encouraged by a positive view on the tax bill's triumph, more bull stock companies announce that they will use their increased revenues to buy back stock in 2018, a la Walmart, Bank of America, and Home Depot; this benefits leisure shareholders.

Falling: Concern about the success of the tax bill leaves companies putting off buyback plans; non-borrower companies fail to receive the windfall of stock-owner optimism.

FROM THIS YEAR: Marketing Mistraps

What Dove's & Pepsi's Mistakes Tell Consumers

By Kim Tang

In early October, Dove released a three-second body wash ad showing a black woman changing her brown-colored shirt and “transforming” into a beige-shirted white woman. Although the next frame showed the white woman changing into the black woman, the advertisement was slammed for the racial inversion in the first transition. Previously, Pepsi’s ad featuring Kendall Jenner was also a hot-button topic this past April. People were upset and frustrated at Pepsi’s shortsightedness with respect to the complex issues of police brutality and injustice.

Dove is known to be a progressive brand that has succeeded in the past with socially diverse and empowering advertisements; so the fact that the company can widely “miss the mark” on what appears an obvious infraction is startling at the very least. However, while it is meaningful to highlight diversity in all forms of marketing, diversity in marketing shouldn’t just be celebrated for diversity’s sake. Rather, companies should first be promoting the inclusion of race, gender, and ethnicity within their corporate cultures and employee compositions. Striving to have a more inclusive workforce can help companies promote the ideals they set out to achieve, recognize obvious offenses in their advertising content, and consistently create genuine messages.

With this in mind, it may be worthwhile to examine the corporate makeup of PepsiCo and Unilever (Dove’s parent company), using their 2016 annual reports.

PepsiCo:
- 27% of board directors were women; 33% were people of color
- 25% of senior executives were women; 42% were people of color
- 34% of all U.S. executives were women; 27% were people of color
- 35% of all U.S. managers were women; 29% were people of color
- 19% of all U.S employees were women; 38% were people of color

Beyond statistics, the differences among the language used in each report underscore each company’s degree of commitment. A quick keyword search in PepsiCo’s report shows that “diversity” appears three times; the same search in Unilever’s report yields twelve results, four times PepsiCo’s mark. Furthermore, Unilever’s diversity of discussion goes beyond just stating that they strive for it, and provides in-depth explanations and information about the steps the company is taking to be more diverse. It also includes a hyperlink to their Board Diversity policy.

Unilever:
- 50% of non-executive directors; 48% of board directors were women
- 43% of board directors were women; 22% of board directors were people of color
- 23% of its executive leaders were women; 15% were people of color
- 46% of total management were female; 67% of total workforce were men; 33% were women

So we should just give Putin & Assad & Trump a can of Pepsi & everything will be fine?

The commercial addresses current political topics relevant to average American citizens. To convey a message that appeals to the average citizen, there needs to be an average person cast as the protagonist. Pepsi’s commercial portrays an image of a misrepresented population looking for their voices to be heard through protest. Adding a celebrity to the cast created a disconnect because Kendall Jenner is not underprivileged, and the resulting dissonance left consumers confused about the PepsiCo brand and decreased, rather than increased, brand identity and trust.

This sense of tunnel vision resulted in the creation of content that is actually a lose-lose back lash. Marketing Week conducted a poll of marketing professionals and found that 42% of marketers feel that their company brands fail to reflect a contemporary, racially diverse, society in their marketing and advertising. This inability to produce culturally sensitive content could be a result of the disconnect between desired brand identity, and actual brand reputation. Pepsi missed the mark because it failed in seeing how its consumers actually perceived its brand.
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**FOR NEXT YEAR: Retail Remodeling**

By Vivian Louie

Today, technology and fashion have evolved from what they had been in the past decade. The upcoming generation of fashion lovers has a unique voice that demands many different styles. With the growing dominance of online shopping, people have stopped visiting department stores in malls to buy their denim jeans and cotton sweaters. The hassle of waiting on long lines to ultimately find the item out of stock in the store doesn’t have to be dealt with when searching for the desired product on the retailer’s website. As a result, the difference between shopping virtually and in store comes down to one key factor: convenience. With technology and fashion becoming a potent duo, many retailers are seeing that brick-and-mortar storefronts are dead. For a look at how two of the largest segments of their businesses to online retailing, is to transition to incorporate innovation, while still maintaining their brand image, is to simultaneously develop its online platform.

Click-and-Mortar: Amazon & Walmart’s Plan for Dominance

**By Sean Lange**

Have the United States’ most powerful e-commerce site and the world’s most profitable physical retailer strayed from the sales strategies that they symbolize? In July 2017, Amazon announced that it would be purchasing Whole Foods Market, the 431-store supermarket chain, for $13.7 billion in cash. In addition to 440 physical locations, the company’s most popular services are delivered digitally, to much acclaim. In addition to its eponymous, all-encompassing “e-Store” site, Amazon streams original entertainment content via Amazon Studios, licenses data collection, analysis, and Cloud storage software through Amazon Web Services, and home-delivers groceries and meal kits to AmazonFresh stores.

In the fall of 2016, Walmart spent $3.3 billion to purchase the Hoboken, NJ-based Jet.com, a phenom website for selling consumer goods and food supplies. Walmart, with over 11,500 brick-and-mortar locations across the world, and topped the Fortune 500 rankings in 2016 with $486 billion in revenue. It also held 25% of the U.S. grocery market during that year.

At the end of 2017, Amazon and Walmart are now suddenly the two most rapidly growing, disruptive companies in the United States, and have achieved that status by recognizing the supply chain benefits conferred by both physical and online destinations. With their respective expansions in retailing kitchen staples serving as a parallel, Amazon and Walmart are sustaining their core competencies — Amazon’s leading $138 billion in online revenue, and Walmart’s unmatched $1,000 global stores — while pursuing a hybrid “clicks-and-mortar” strategy.

The opportunity for the two dimensions of retail to complement each other was laid out on Black Friday 2017. On the most celebrated day of the year for physical retailers, the overall single-day U.S. sales record was shattered at over $3.5 billion. Amazon accounted for 50% of the $1.2 billion of that goal grossed in mobile transactions; while Walmart reported only a 1.6% decline in in-store foot traffic year-over-year, hardly cataclysmic in the context of the hard-won battle of in-store growth — with sales expected to increase around 30% each year — while transforming the competitive retail landscape.

Click-and-mortar formula has high potential for catalyzing growth in Walmart and Amazon — and has prompted steps upward for the two iconic retailers, not to the side.

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**Flying:** The CBDE’s VIX, or investor “fear gauge,” hit its intraday record low of 8.56 less than two weeks ago, and continues to trend under 10 and close to record lows.

**Falling:** Technically, markets are due for a correction. December 6th marked the 270th consecutive day that the S&P 500 had gone with out a correction of 3% or more, the longest run in history. As the imminence of this pullback is delayed more and more, its eventual magnitude could grow, and 3% alone isn’t what it used to be with Dow approaching 25,000 and the S&P exceeding 26,000.

**Falling:** The President’s geopolitical pronouncements causing an eruption ahead of Christmas with more news leaders from North Korea and tension over the official Israeli capital city scaring business people.

**Flying:** President Trump announced on December 15th that his administration had killed or stalled 860 pending regulations since his inauguration. As more detailed accounts of what those provisions would have entailed came to light, markets may react positively to the reassurance that the White House will continue its streak of repealing red tape.

**Falling:** Excessive speculation is matched by an unforeseen sell-off in stocks, mirroring the same type of euphoria that can infect long-term investments on euphoric Bitcoin owners.

**Falling:** The public pounces on the regularized digital landscape as a restriction of free speech, squeezing pressure on those technology juggernauts to combat or circumvent the FCC’s ruling.

**Falling:** Companies can now suddenly the two most rapidly growing, disruptive companies in the United States, and have achieved that status by recognizing the supply chain benefits conferred by both physical and online destinations. With their respective expansions in retailing kitchen staples serving as a parallel, Amazon and Walmart are sustaining their core competencies — Amazon’s leading $138 billion in online revenue, and Walmart’s unmatched $1,000 global stores — while pursuing a hybrid “clicks-and-mortar” strategy.

**Flying:** People who look to pad their portfolios in the weeks leading up to Christmas will be rewarded with an increase in stock prices as the “Santa Claus Rally.”
PROFESSOR INTERVIEW:
Dr. Tae-Nyun Kim
by Soniya Reddy

Through my recent discussion with Dr. Tae-Nyun Kim, I learned much about the professor of Finance and his current role at The College of New Jersey.

Originally from South Korea, Dr. Kim’s family most influenced him to pursue a career in the field of higher education. He received his Bachelors of Business Administration at Korea University in Seoul before coming overseas and earning his Masters in Applied Statistics from Ohio State University. Moving to New Jersey, Dr. Kim was awarded his Ph.D. in Finance from Rutgers University, where he started teaching part-time. From there, he went on to welcome his first full-time professorial role at Frostburg State University in Maryland, ahead of joining The College of New Jersey in 2015.

This semester, Dr. Kim teaches FIN 360: Financial Modeling and FIN 310: Introduction to Investments; and in other years, he has taught MGT 235: Statistical Analysis for Management. As a member of the TCNJ faculty, he says that he is most grateful for the hardworking students and smaller class sizes at TCNJ, which allow him to interact more productively and more closely with undergraduates. Dr. Kim has found that, in comparison to a school like Rutgers that has students dispersed over numerous campuses, TCNJ’s centralized, cohesive student body is an advantage for fostering a collaborative and a community-based attitude.

In addition to his perspective on business education, Dr. Kim’s thoughts about business in modern society are admirable.

Professionally, Dr. Kim is currently working on a project about optimal capital structure, and is on occasion conducting research related to corporate finance.

The finance professor believes that we are living in a convenient world, and that today’s generations are advancing more easily and more efficiently than people from the past several decades, in terms of innovations. Coincidentally, he would like for classical virtues to change at the same rate as corporate ones, and see people treat each other with more sincerity and respect. Through how he teaches his classes and the reasons that he conducts his research, Dr. Kim wants to help improve the world through the promotion of higher ethics.

At the same time, Dr. Kim would like to see more new faculty members come into the School of Business at TCNJ. He would be thrilled by the opportunity to teach finance courses on more specific topics, such as fixed-income securities. Additionally, Dr. Kim believes that implementing a finance course focused on building and understanding case studies would help students build valuable analytic skills.

Speaking with his first-hand knowledge of different institutions around the world, Dr. Kim is very proud of the strong alumni network at The College of New Jersey, as well as its highly motivated and high-achieving students. He wants to see the graduates that he taught in his classes to be successful in their careers and to eventually give back to the TCNJ community.

Recap

When both Tiffany Dufu and Joann Lublin mentioned the importance of gaining oneself “mentors and sponsors” in the past to their planned speeches, both speakers indicated that their own projects should have been familiar with this key to career success. Yet, this principle was essential to the storylines they had prepared and shared.

On November 5th in the Education Building, Tiffany Dufu was the keynote speaker for the TCNJ Women’s Summit, having become a voice for women’s empowerment after writing her book Drop the Ball: Achieving More by Doing Less. As Chief Leadership Officer at the NYC-based career consultancy firm Levo, Dufu shared the practices she herself had mastered in transforming her crammed workday — where she serves as a business executive, mother of two, wife, friend, and de facto office counselor for colleagues — into one of greater productivity. Most prominent in those adaptations was organizing the frequent solicitations of her help into the requests that could be handled by email response, by individual interaction, or by group meeting. Dufu said that this strategy of “alternative participation” allowed her to directly support every person that approached her for advice, and to make a “cumulative investment” in each person that enters her network.

The most powerful revelation that an attendee at the Women’s Summit could have made was that Dufu, despite herself professing to be a mentor for as many people as possible — and especially for the young women and girls in the various leadership programs she spearheads, forged her career path almost entirely on her own. Dufu explicitly talked about the emotional and pragmatic value of having mentors in one’s adolescence; but it was up to the audience to infer, from her brief mention of the adversity in her childhood home, that she had no one early on in her life to help her hone her professional and personal judgements. However, this conflict was juxtaposed with the ultimate validation and gratification Dufu conveyed at the end of her talk, when she revealed how her lifelong idol, Gloria Steinem, came to be one of her best friends and biggest sponsors. In no place is the message of sponsorship — referring to the willingness to endorse another person’s virtues to others — more literally displayed than on the opening pages of Drop the Ball, where Steinem writes the foreword.

Where Dufu faced differentiating many daily sidesteps, Joann Lublin faced overcoming one massive obstacle. When the Management News Editor of The Wall Street Journal addressed faculty and students on the night of November 30th in the Library auditorium, she talked about how she was a trailblazer at the newspaper, having to literally and figuratively rip down symbols of the male-dominated industry to have her talents not only recognized, but appreciated. As the first female writer to win an award for outstanding journalism out of The Journal’s co-bureau in 1973, Lublin was confronted by her male colleagues, who informed her that it would be out of place to accept her award in person. Determining how to diplomatically dress for or even arrive at the ceremony became a challenge, especially with no previous female winner — or any woman in her office at all — around to provide reference for her. In ultimately deciding to break the male-only precept that had defined newswriters’ ceremonies by openly attending the gala, Lublin developed a quality of fortitude that was later valued by her boss in the Journal’s Chicago outlet.

Having relocated to the Windy City by 1975, Lublin was soon offered the chance to fill an open bureau manager position. Thinking reflexively of her status as a new wife and as a future mother, Lublin made the snap-decision to refuse the potential promotion when asked by the Chicago bureau head. Esteeming Lublin’s true sense of command over the industry, however, her boss at the time nonetheless recommended Lublin for a higher role for years afterward. The loyal endorsement resulted in Lublin’s assignment as the news editor of The Journal’s London outlet in the 1980s.

While both Dufu and Lublin discounted that their mention of “mentors and sponsors” provided no unique insights for their audiences, invoking the concept was instrumental to portraying a more meaningful idea about widespread success. Barriers can be broken individually, but creating a movement and a message requires more than one person.
dove, from page 81

Significant stakeholder diversity is a reason why Dove may have succeeded with its past campaigns, which have focused on body positivity, diversity, and inspiring confidence in women. Comparatively, PepsiCo, while not entirely lacking diversity, does not seem to sweep in as a transformative and inclusive part of its culture. Therefore, the oversight with the Kendall Jenner commercial appears less of an outlier. It is possible to create content without having a diverse slate, but the choices of these advertisements overlooking obvious infractions could be significantly higher. Proactive companies may have the more diverse opinions and viewpoints needed to be able to properly execute their advertisements.

The process by which advertisements are created, critiqued, and released to the public is complex, with many parties having some control over many of them feature underlying, and often blatant, racist and sexist content. Most likely, these oversights are a combination of lack of social awareness within the company, and a review panel for ads commissioned from outside agencies that lack in race, gender, and political diversity. In any scenario, the issue could also be an issue.

One thing that is important to remember is that companies can, and do, make mistakes. In today’s age where it is easy to get swept up in a mob mentality and echo chambers of social media, taking a step back is important. For instance, the Dove advertisement did have a third and final woman involved; and did not just depict a woman’s body. Yet, it is important to remember that even with the recent case, ads have not have any independent ice cream parlors. That will no longer be the case when Crema opens in January, introducing 20 ‘high-end’ flavors with it.

jared kofsky:

new jersey, new business

A new six-story apartment building will come to Jersey City and Newark could get a new 240-room hotel, while a South American company is donating an island it owns in south Jersey to the state government.

Newark and Jersey City are continuing to see new businesses opening and new buildings being constructed, while an island in Camden County that is owned by a foreign government’s oil company will soon be open regularly to the public. Here are those stories and more in The Bull & Lion’s latest roundup of business news in the Garden State, as initially reported on JerseyDigs.com.

We now know more about what a Manhattan developer is planning to bring to the site of a Northern New Jersey baseball stadium. Lotus Equity Group purchased the former Bears and Eagles Riverfront Stadium property in Downtown Newark for $23.5 million last year. The developer now announced to the Baseball Writers Association of America that the property’s current owner, the Baseball Writers Association of America, as well as councilmen for developing a new neighborhood on the property. Legal notices that were released at the end of November reveal that Lotus is planning for the upcoming project to include 2,526 residential units, 48 live/work units, a hotel with 240 rooms, retail space covering 102,144 square feet, a performance space, office and commercial space spanning 2,216,820 square feet, and 2,923 parking spaces to accompany the existing Essex County Improvement Authority parking garage. The development would be constructed in partnership with the Practice for Architecture and Urbanism, Michael Green Architecture, TN Arquitectos, and Minno & Wasko Architects and Planners. If approved by the Newark Central Planning Board, Lotus would also seek to develop part of the former Lincol Cathedral property near the press the city does not have any independent ice cream parlors. That will no longer be the case when Crema opens in January, introducing 20 ‘high-end’ flavors with it.

A few blocks away from Jordan Avenue, two neighborhood residents are in the process of opening a new café and ice cream shop called Crema. Federico Rodriguez and his wife Michele Beas will open the business in the brownstone at 695 Bergen Avenue in the space that had been occupied by Harry Street Coffee until they suddenly closed its doors over the summer. According to Rodriguez, seeing Harry Street Coffee closed motivated him to bring a venue back to McGinley Square where neighborhood residents can gather and artists could display their work. He wanted to focus on ice cream, in addition to coffee, because this part of the city does not have any independent ice cream parlors. That will no longer be the case when Crema opens in January, introducing 20 ‘high-end’ flavors with it.

Another Manhattan company is also preparing to develop in this region of the state. Titanium Realty Group is teaming up with WDesign, River Drive Companies, and LWDMR Architects in order to construct a six-story all-residential development at 75-81 Jordan Avenue in Jersey City’s McGinley Square neighborhood. According to Titanium’s founder and CEO Diego Hodara, 35 different studio, one-bedroom, and two-bedroom units will be available inside the building when it is completed. Fifteen parking spaces will also be included in the development, as will be a rooftop deck. Demolition is underway now to remove the existing three-family residential building and automotive garage that have stood on the premises for decades; according to Hodara, construction on the new building is expected to last 18 months.

Ninety miles to the southwest, plans are moving forward to convert an island that sits in the middle of the Delaware River between Camden County and Philadelphia into a public park and nature preserve. Petty’s Island in Pennsauken Township is currently owned by the Venezuelan government’s Citgo Petroleum Corporation since it had previously operated an oil terminal on the premises. However, Citgo is in the process of tearing down its remaining oil tanks on the property, and the Crowley Maritime Corporation terminal on the island will be permanently closed, effective January 1, 2018. In 2020, ownership of Petty’s Island will officially be transferred to the State of New Jersey, and the New Jersey Natural Lands Trust will open a visitor and cultural center with views of Center City, Philadelphia, along with hiking trails and other amenities, to the public. Currently, Citgo has partnered with New Jersey Audubon to offer tours of the island, which is free and open to the public, though advance registration is required.

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To a decision provides a clearer consumer perspective, and beyond that, provides for a more informed customer and citizen.
Appel Macbooks overwhelmingly fill the desks of TCNJ classrooms, and there is a good reason _why_.

Students do not buy laptops, but rather, they purchase confirmation that they _think_ differently and that they _challenge_ the status quo. It is unlikely they ever look closely at the specifications and features of any other different models or competitors. Apple is not a computer company; Apple is a brand that sells a lifestyle that resonates with the innovators and the creative-thinkers.

In _Start With Why_, Simon Sinek explores notable leaders and companies, such as Apple, and the ways in which their messages, rather than their products, influence and inspire us. Business people most often speak of _what_ the product does, _what_ the idea is, or _what_ its attributes are. Some delve further into the specificities of _how_ they do it; _how_ the product is made, _how_ the process operates, or _how_ it functions. But _why_ creates messages that are imbalanced and inauthentic. There is no passion, no reason, and nothing to resonate. Sinek confronts the way they communicate with consumers. He clearly differentiates the companies and leaders who got their message right, and those who got it wrong. He digs into messages from the inside out, and he starts with the _why_.

People don’t buy _what_ you do, they _buy why_ you do it. People purchase passion. People buy brands with lifestyles and ideologies that align with those of their own. It is not the product itself, but rather the message the product communicates that people buy. Being clear and confident in your _why_ keeps you grounded and focused and allows a brand to speak to consumers in a way that stands out.

Energy motivates, but charisma inspires. Leaders who breathe the passion of their organization build the most sound and successful companies, such as Apple, and the ways in which their messages, rather than its attributes are. Their products, influence and inspire us. Business people most often speak of _what_ the product does, _what_ the idea is, or _what_ its attributes are. Some delve further into the specificities of _how_ they do it; _how_ the product is made, _how_ the process operates, or _how_ it functions. But _why_ creates messages that are imbalanced and inauthentic. There is no passion, no reason, and nothing to resonate.

Value is a _feeling_. Value is not a calculation; it does not come from rational thinking. Value is in perception. It emerges from consumer trust in a company’s mission, purpose, and clear sense of what the product does, what the idea is, or what its attributes are. Some delve further into the specificities of _how_ they do it; _how_ the product is made, _how_ the process operates, or _how_ it functions. But _why_ creates messages that are imbalanced and inauthentic. There is no passion, no reason, and nothing to resonate.

Sinek clearly differentiates the companies and leaders who got their message right, and those who got it wrong. He digs into messages from the inside out, and he starts with the _why_.

There is an oversupply of book titles that emphasize the economics of supply and demand, or how to craft the perfect marketing mix. There are textbooks on target markets; and there is endless data on purchasing patterns and habits. But Sinek clears through the clutter of definitions and statistics and makes it simple: just tell people _why_.

His writing style is one of simple passion. The book itself follows Sinek’s own _why_ model in that he does not lead with telling you _what_ to do. Page by page Sinek makes you feel the passion and the inspiration of the leaders he exemplifies. _Start With Why_ magnetizes its readers with the truth it speaks and the application it offers, both personally and professionally.

This book is for the innovators and for the creative-thinkers. It is for those who are fascinated by human behavior and the ways in which we consumers build our identities. It is for the person who is invigorated by books with last pages that leave them struck with inspiration. That, is _why_ you should read it.