

Inside This Section

- ☆ *Secret Business Success*
- ☆ *A Project's Delight Factor*
- ☆ *This Month's Tip -Cell Batteries*
- ☆ *AAPM® - New Website*

SECRET BUSINESS SUCCESS TECHNIQUES

by Prof. Dr. George Mentz, JD, MBA, MPM®

Throughout life, there is always a celebrated group of people who succeed and many of us who fail. What separates the two groups? As an avid reader of success literature and research, there are many psychological, human potential, and even metaphysical strategies advocated to improve your performance or reinvigorate your potential. The irony to life is that we will all need to grow, improve, and change our character and capabilities in just about any career that we engage in.

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This Month's Tip: Cell Phone Batteries

- While much progress has been made in battery technology, major advances are still necessary before cell phones will have "convenient" battery life. However, there are some things you can do to maximize run-time.

[Read Tips from MSI](#)

DOES YOUR PROJECT HAVE THE DELIGHT FACTOR TO ENDURE

by Michele Guttenberger, MPM®

An important hidden factor to the success of a project is that it ultimately delights its stakeholders. Yes you can test that all the bells and whistles are working on your final product but does it tap into the mantra of your end user. Will the quality product you're about to launch have a good run before it fatefully veers away from the new techno paradigm.

Recently we have witnessed the demise of the record label industry. They have become crumbling giants because they could not turnaround their own mindset that music consumption had dynamically changed from the CD album to a one song electronic download on handheld devices. The artist's performance, and sound quality had evolved to technological perfection on music CD's, but the delivery method was no longer delightful to a new generation of iTunes devotees. The mantra to this new generation was the "one song download".

A similar dilemma was demonstrated 100 years ago with the electric car verses the gas powered engine.

Thomas Edison believed in electric cars. He promoted the electric car as cleaner, quieter and easier to drive than gas powered automobiles. The Edison Electric Company was the battery supplier to S.R. Bailey & Company which only manufactured electric automobiles from 1907 to 1915. Their showcase model was the Bailey Electric Phaeton. It was touted as a cross country vehicle which could drive 100 miles on a full charge under ideal conditions. This was a very impressive claim in this era.

Bailey and Edison did not simply make this battery endurance claim; they set off to prove it. On September 17, 1910 they competed with gas powered cars in a challenge - the 1,000 mile auto endurance run. The road tour started from the Touring Club of America located on Broadway and 76th Street with a final climb up Mt Washington, New Hampshire before returning home. The ascent to Mt Washington's summit is 6,000 feet. It was an amazing site to see electric cars each with only a 2 ½ horsepower motor pulling a 1 ton load through a 14 - 27 percent grade.

The New York Times exclaimed in marvel over the battery that brought power to these cars.

Unfortunately, the public did not hold the same passion for electrics as they did for gas-powered cars. In the end they lost out to the gas engines. By 1915 Bailey ended production of the electric automobile and Edison had also shifted his focus to other technology. However, Edison still retained his own personal electric automobiles. It appeared that the mantra for its day in 1910 wasn't clean and efficient power but superior power and speed. Edison knew the importance of delighting the consumer. His electric car battery although technologically advanced for its time was no competition against the very powerful high speed gas engines that people desired. To Thomas Edison this was enough to decide that electric car projects were not worth pursuing.



AAPM® Launches new Website

<http://www.certifiedprojectmanager.us>

Hope you like it and Happy New Year

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- ☆ Courses in 10 Major Cities
- ☆ Free CEO Guides
- ☆ 5 Step Guide For Members
- ☆ Job and Career News
- ☆ PM Continuing Ed Online

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- [Read 14 Techniques to Build Your Career Brand](#)

COURSES AVAILABLE NATIONWIDE

by George Mentz, MPM®

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Edited by Prof. Dr. George Mentz, JD, MBA, MPM®

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