



Global  
Business Leadership

# SHAKING THE GLOBE NEWSLETTER

Courageous  
Decision-making in  
a Changing World



## LIF Communication

Volume 3, issue 1

Larry King has counseled young people that: “Communications is the number one major in America today. CNN had 25,000 applicants for five intern jobs this summer.” I met Larry in New York City during the recent blizzard. He epitomizes a person who loves his job, knows he is good at it, and continues to learn. Our conversation led me to think about the importance of seeking a variety of sources for learning and understanding. Learning one’s facts and gaining ideas from diverse sources often leads to innovation and opportunity. My newsletters hopefully provide research to inform and persuade you to benefit from our interconnected world. One of the ways I learn about current trends around the globe is through informed discussions with my affiliates at **LIF Group**.



McGarvie with **Larry King**, in his 53rd year of broadcasting.

Over the last seven years, LIF Group has evolved into a meaningful resource for clients. To reflect recent changes, I am delighted to invite you to visit our revised and updated website. As well as giving other information about LIF Group and how we could help you, the website launches our powerful new offering **LIFBoard™**.

Please don’t hesitate to get back to me or any of our affiliates with any questions you may have.

We look forward to hearing from you!

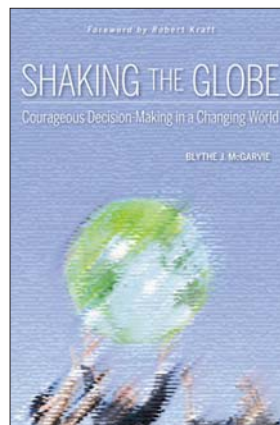
All the best, Blythe

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*We now accept the fact that learning is a  
lifelong process of keeping abreast of change.  
And the most pressing task is to  
teach people how to learn.*

— Peter Drucker

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Blythe McGarvie’s **Shaking the Globe** was published by John Wiley & Sons in February 2009.

### Items of Note



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Blythe McGarvie speaks on “**Balancing Risk and Compensation**” in *Directorship* magazine.

LIF affiliate **Laura Martin** releases media research reports on **Time Warner**, **Viacom**, and **Warner Music**. LIF affiliate **Cathy Higgins** publishes her latest **Straight Talk Coach** issue.