



Just in case it matters to you:

CLIENT / CONTACT BULLETIN 10-05

- “ASKING WHAT *COULD* BE TRUE, AND JUMPING INTO THE UNKNOWN, IS CRITICAL TO INNOVATION” and thus critical to business optimization and survival. However, “creatively assembling disparate experiences and bits of data that seem relevant in order to make an inference – a logical leap – to the best possible conclusion” is often counter-intuitive to CEO and Boardroom thinking, where “impulse is to ask for ‘proof’ in one of two flavors: deductive (applying a widely-held rule) or inductive (developing a new rule from a *wide* range of data).” When this happens, i.e. the “demand for evidence that an idea will succeed, ...the process inadvertently stifles innovation.” DCG has, for decades, counseled as to Executive and Board process; our affiliate partner *Boardroom Performance Group* even develops individualized ‘dashboards’ in order to *impart appropriate-level information to each decision-maker*. Call for courtesy consultation. [BUSINESSWEEK – Jan 25, 10]
- FIVE TIMES MORE TEENAGERS ARE “SAD, DISSATISFIED, WORRIED, ISOLATED OR OTHERWISE MENTALLY TROUBLED” than during the Great Depression. Comparing psychological surveys then with “tens of thousands of responses” to current studies, “depression and hypomania – a mixture of anxiety and an unrealistic, manic form of optimism – are particularly acute... Researchers speculate that modern society’s emphasis on wealth and external appearance places enormous pressure on young adults, who grow up believing that success is being rich, skinny and ‘hot’... They also suggest that overprotective parenting, which keeps kids from developing independence and coping skills, and even a lack of sleep, contributes to the pandemic of mental illness.” [THE WEEK – Jan 29, 10]
- 2009 INTERNET STATS ARE PRETTY ASTONISHING: (1) Over 1.4 billion users sent 90 trillion emails around the globe – some 247B daily – of which 81% were spam; every day, nearly 150,000 new Zombie computers are created in ‘botnets’ TO send more spam; (2) Nearly 2.7M known ‘malicious code threats’ (viruses, Trojans, etc) now exist; (3) Of 1.7B internet users, around 14% are in North America, 24% in Europe, and 43% in Asia; (4) Some 234M websites are now registered, with 126M social network blogs serving over four times as many women as men; (5) YouTube screens a billion videos daily, viewed by four of every five internet users, *each watching an average of 182 videos every month*; (6) More than half of the 350M Facebook users log in daily and upload some 2.5B photos every month. Astonishing! [ROYALPINGDOM.COM – Jan 10]
- AMERICA IS EDGING TOWARDS THE METRIC SYSTEM MORE EACH YEAR. If you care:

LENGTH/AREA			COMPUTER MEASURES			WEIGHT/CAPACITY		
TO CONVERT	INTO	MULTIPLY BY	TO CONVERT	INTO	MULTIPLY BY	TO CONVERT	INTO	MULTIPLY BY
centimeters	inches	0.3937	Bit — unit of measure for transmission speed	grams	ounces	grams	ounces	.035
inches	centimeters	2.540	Byte — unit of measure for storage capacity	ounces	grams	ounces	grams	28.35
kilometers	miles	.621	8 bits in a byte	kilograms	pounds	kilograms	pounds	2.2046
miles	kilometers	1.609	1,024 bytes in a kilobyte (Kbyte or KB)	pounds	kilograms	pounds	kilograms	.454
meters	feet	3.281	1,024 kilobytes in a megabyte (Mbyte or MB)	milliliters	fluid ounces	milliliters	fluid ounces	0.0338
feet	meters	.3048	1,024 megabytes in a gigabyte (Gbyte or GB)	fluid ounces	milliliters	liters	gallons	29.575
feet	inches	12.00	1,024 gigabytes in a terabyte (Tbyte or TB)	liters	gallons	gallons	liters	0.264
feet	yards	.3333		gallons	liters	quarts	gallons	3.785
meters	yards	1.093		quarts	gallons	pounds	ounces	.25
miles	feet	5,280	TEMPERATURE	pounds	ounces	ounces	pounds	16.0
miles	yards	1,760	°C °F: nx 1.8; add 32	ounces	pounds	ounces	pounds	.0625
			°F °C: n-32; multiply by 0.5555					

- LATEST RESEARCH TIPS FOR SOUND SLEEP, from John Hopkins Sleep Disorders Center: (1) Light carb-rich snack to boost serotonin, an hour before bed; (2) consistent bedtime allowing for 7 to 9 hours sleep; (3) read something boring versus just clicking off TV; (4) keep room cool, with light humming fan to circulate air and lull to sleep. [PEOPLE – Jan 10]
- THOUGHTS FOR THE WEEK: **“Insane people are always sure that they are fine. It is only the sane people who are willing to admit that they are crazy.”** – Nora Ephron

During the 174 minutes of an average football telecast, viewers see only eleven minutes of actual football. According to the Wall St. Journal, the rest of the time is spent watching around 75 minutes of huddling or sideline shots between snaps, 60 minutes of commercials, and 17 minutes of replays.

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