



Since the start of my career, it has always been my good fortune to work in different fields more or less connected with art de vivre and life style Marketing. Each job I have done has enriched me a little more and has gradually built my professional “ culture and philosophy. I believe in that marketing concept:

1. “ Surround yourself with people who believe in you. ” Brian Koslow
2. “Creative without strategy is called 'art.' Creative with strategy is called 'advertising. ” Jef L. Richards

3. “ Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in

the end because once you get there, you can move mountains. ” Steve Jobs

4. “ Before being able to sell with large consumer groups, promote your authenticity with small groups. ” Emanuel Rosen

5. “ The difficulty is not to include/understand the novel ideas, but to escape the old ideas. ” John Maynard Keynes



6. “ In marketing, I saw only one infallible strategy: to sell with your best consumers initially, your best potential customers then and, finally, aureste of the world. ” John Romero

7. “ Le meilleur des médias, c’est le bouche à oreille. ” Brian Koslow

8. “ Ce n’est pas l’espèce la plus forte qui survit. Ni la plus intelligente. Mais celle qui est la plus réactive au changement. ” Charles Darwin

9. “ La meilleure des publicités c’est un bon produit. ”

Alan Meyer

10. “ Faites quelque chose de simple, de mémorisable, d’agréable à regarder et d’amusant à lire. ” Leo Burnett

11. “ Il n’y a plus de marché pour des produits que tout le monde aime une petit peu. Il n’y a que des marchés pour des produits que quelqu’un adore. ” Boris Durisin

12. “ Votre image de marque est d’abord une construction émotionnelle. Le public réagit beaucoup plus facilement à l’émotion qu’à la raison, mais les gens aiment rationaliser leur choix. ” Drayton Bird



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