

Editor's Note

REPORTING FROM MANY FRONTS

“Anyone can hold the helm when the sea is calm,” wrote the Roman Publilius Syrus some 21 centuries ago. Publilius was full of good advice—he compiled over 500 very useful maxims for living—and recognized the importance of being prepared for rough seas and unanticipated events, both good and bad. With that in mind, this issue of the *Virtual Strategist* offers a selection of articles to keep readers apprised of a variety of business issues that, if anticipated, can be effectively and strategically managed.

Anita Tang offers insights into China’s strategic imperatives for the next two decades (“China 20020”); Christine Redmann (“Integrated Marketing at the Senior Executive Level”) provides a perceptive analysis of how an integrated marketing program can be designed to successfully and profitably engage high-level executives; the articles by Margaret Swanton (“A Case of Fraud”) and Tom Fitzgerald (“The CEO as Corporate Prophet”) both offer incisive analyses of organizational crises and how to prevent them. If elections move you, you won’t want to miss Jeff Zabin’s perceptive article on Mayor Bloomberg’s recent election (“Precision Marketing Lessons from Mayor Bloomberg”) and the role of a highly refined form of database marketing in bringing home a substantial victory. Finally, a review of the *Long Tail* offers readers a penetrating look at a book that tracks today’s major cultural and economic trends and predicts the decline of our mass market, hit-obsessed culture and its replacement with something quite different.

Happy reading!

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