

Saatchi & Saatchi leaders and friends endorse *Start with the Answer*

“a commonsense antidote to over-intellectual business books

“Authority is not my favorite cultural tool. I’m at my best (maybe like you) when I have a coach and mentor. Bob Seelert has played that role for over a decade, providing me with counsel, guidance, perspective, and unconditional love and support. Oh yes, and wisdom. Lots of it! You’ll find out what I mean when you read this book.”

– Kevin Roberts, CEO Worldwide, Saatchi & Saatchi, New York

“Packed full of the kind of wisdom that we have witnessed Bob liberally dispense first hand. It has universal application to all sorts of situations. Bob’s turnaround stories will resonate with all our people – across all disciplines and from the young professionals to the seasoned ones. *Start with the Answer* can turn up the volume on the exacting standards of performance and the behavior we expect from everyone at Saatchi & Saatchi.”

– Richard Hytner, Deputy Chairman, Saatchi & Saatchi, London

“Bob’s unique form of leadership and vision has provided a breadth and depth of experience second to none. Put simply, there is no substitute for experience. *Start with the Answer* will provide an invaluable toolkit for not only the current but future generations of our business. His values and anecdotes embody the true meaning of the Saatchi brand. To harvest a pearl of Bob’s wisdom ‘Linking the past, present and future is the best way to build a business from its strengths.’”

– Ian Rowden, Chairman and CEO, Saatchi & Saatchi, Asia Pacific

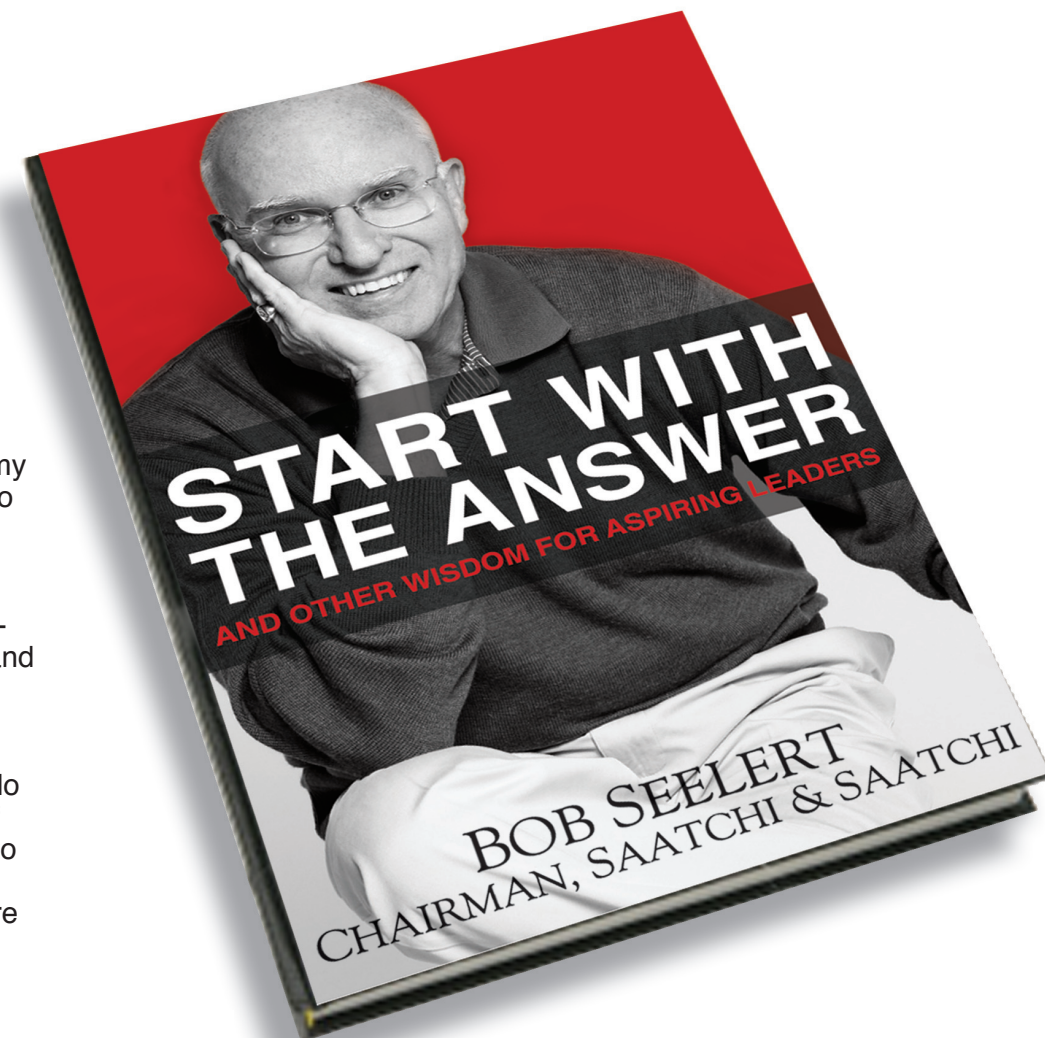
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“I’ve been fortunate throughout my four years at Saatchi & Saatchi to have access to the wisdom and counsel of Bob Seelert-live and in-person. Now everyone can benefit from Bob’s brand of pragmatic, straight talking business and career strategy consulting. I recommend this great read to those entering the business world and seasoned veterans alike. You’ll do well to take Bob’s tips – borne of deep experience – to heart and to the marketplace. This is a business book for those of us who are too action oriented to enjoy the theoretical treatise. You’ll put his wisdom to use, guaranteed.”

– Mary Baglivo, Chairman and CEO, Saatchi & Saatchi, The Americas

“Bob’s book is great. His timeless wisdom dispensed in an easily digestible manner is a practical daily source of inspiration. I keep it on my desk, and am able to disperse Bob’s wisdom to clients, colleagues, and other associates. If you want to learn, if you want to grow, if you want to influence your clients, and their business, if you want to be successful, read *Start with the Answer* by Bob Seelert. For me *Start with the Answer* is the management ‘how to’ to accompany Lovemarks.”

– Simon Francis, CEO EMEA, Saatchi & Saatchi, London



“A commonsense antidote to over-intellectual business books. *Start with the Answer* is a return to the simple values that can lead to successful business careers and successful businesses – delivering real and practical help, rather than hyperventilation and speculation. Comforting simplicity written by a regular guy.”

– Vaughan Emsley, General Manager, P&G Publicis Groupe, New York

“Bob’s wisdoms are refreshing ideas of what has worked well over the years, what has not, and how sweet success really is. For Saatchi & Saatchi people just starting in our business, you will first get wisdom in Bob’s book. I say, ‘Start practicing what you read, and let success follow.’”

– Milano Reyna, Global Director, Human Interest, Saatchi & Saatchi, New York

“ Sage counsel and a tacit reminder of the

Importance of humility in business”

“*Start with the Answer* offers fresh insight into the past and present of the Saatchi & Saatchi brand. A story of creativity borne of necessity. How the business got taken to the brink and brought back from it, whilst being respectful to the founding Brothers. It’s important, in a young industry, for everybody to be aware of our history. *Start with the Answer* offers sage counsel and is a tacit reminder of the importance of humility in business.”

– Robert Senior, CEO, Saatchi & Saatchi, London, CEO, Fallon, London

“*Start with the Answer* sets forth simple and universal truths on how to succeed in building your business and your career, no matter what environment you live in. At Saatchi we are very fortunate to have Bob Seelert as our Chairman and mentor. This book is a fantastic opportunity for others to benefit from his insight and wisdom.”

– Cynthia McFarlane, President, Saatchi & Saatchi, Latin America, Chair, Conill

“*Start with the Answer* can be extraordinarily useful. It is the kind of book that one returns to after reflection and for guidance. Bob’s experience in the client world dealing with leadership challenges will have meaning and application to our Toyota and Lexus clients.”

– Kurt Ritter, CEO, Saatchi & Saatchi, Los Angeles

“The thoughts contained in this book are enormously useful within and beyond Saatchi & Saatchi. *Start with the Answer* is filled with words of wisdom from our Chairman that go well beyond the world of advertising and are helpful in any business activity.”

– Pedro Simko, CMO EMEA, Chairman Switzerland, Saatchi & Saatchi, Geneva

“*Start with the Answer* is brimming with wisdom that will be invaluable to General Mills, and will strengthen their perception of Saatchi & Saatchi as a thought leader. The book will resonate most strongly with General Mills’ aspiring young leaders who can take inspiration from Bob’s journey as they begin their own.”

– Peter Hubbell, Executive Vice President, Global Equity Director, Saatchi & Saatchi, New York

“Points are made with highly readable and engaging storytelling. The wisdom and values espoused are actionable, timeless, and consistent with the practices of our important partners like P&G.”

– Keith Bunnell, Core Group Director, Saatchi & Saatchi, New York

“Having worked behind the scenes with Bob Seelert for years, I am thrilled that the public will finally have the opportunity to benefit from his wisdom. Keeping *Start with the Answer* on your desk is the equivalent of having Bob Seelert as your personal mentor. This is a valuable book.”

– Trudy Vitti, PA to Kevin Roberts, Saatchi & Saatchi, New York

“Practical wisdom is something every new CEO needs. *Start with the Answer* is like wisdom in a bottle, it’s refreshing, easy to swallow and ultimately hydrating. I think there’s something in it for every leader and found Bob’s ‘wisdoms’ not only insightful, but highly useable.”

– Chris Foster, CEO, Fallon, North America, Minneapolis

“Two Harvard degrees and 40 years of business experience packed into one book. When making judgment calls, we’ll find ourselves asking ‘What would Bob do?’ The answer is in the title of the book.”

– Brian Sweeney, Chairman, SweeneyVesty, New York