

Perfuming the Pig?

This colourful expression emanated from the US automobile sector back in the 1980's. More properly it is called a mid life facelift – something done to extend a car model's life. It reminds me of a simple challenge on the over used word 'new'. There is a risk that some businesses are pulling the wool over their own eyes as well as those of their customers. A useful way of looking at 'newness' might be to adopt a 3 level vocabulary for it.....

- new
- New
- NEW

Very few things are actually NEW. They tend to be things that radically change the market or create the market. Which level does your organisation have to excel in? Are your resources in line with that?



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