

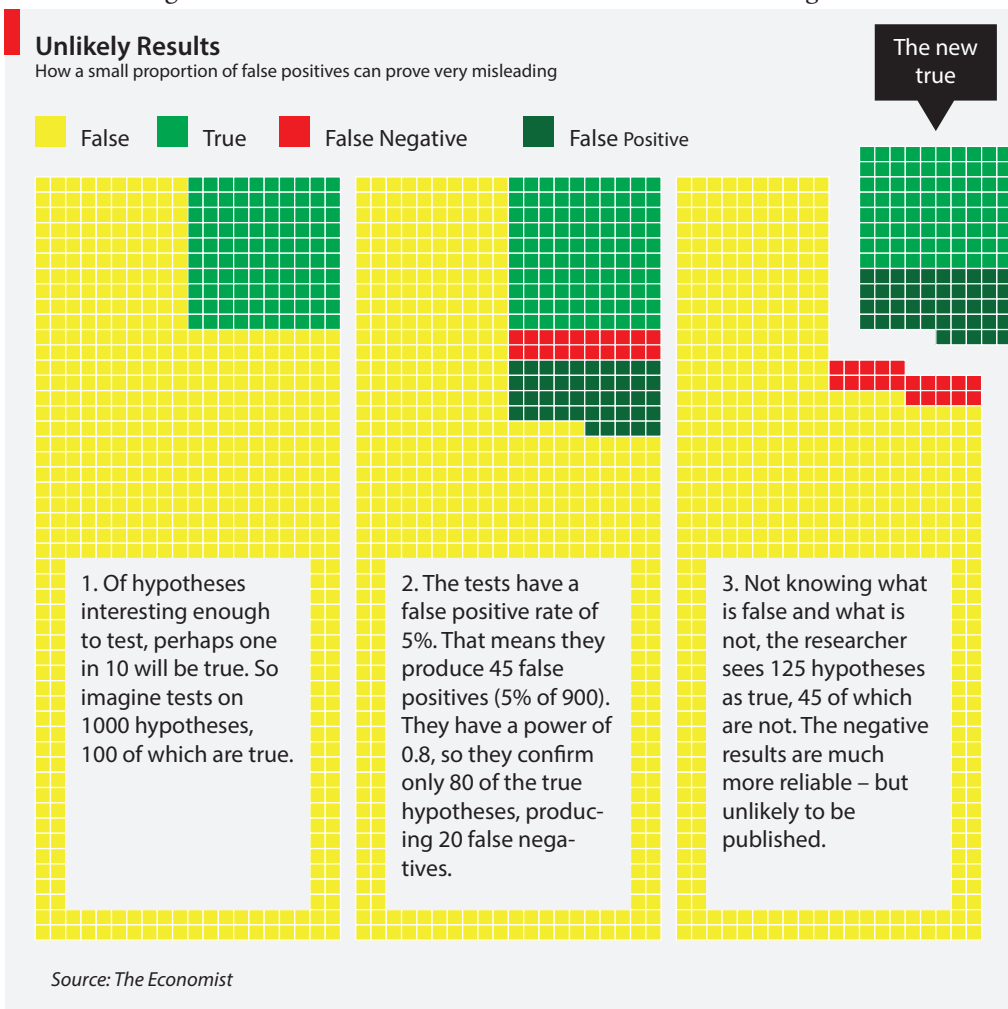
The Senior Executive

You Say What?!?!

Let me shock you with two articles that are absolutely must reads! If you have any nerd-like tendencies quote from them at the next cocktail party—your friends will say “no way.”

David Geffen Unplugged is the most candid picture of the level and quality description on how to BS your way to the top of the motion picture industry! It is so unbelievable, it must be true.

The following chart comes from the article *How Science Goes Wrong*.





We had no idea that scientific research had the “void of truth” quotient that it appears to have. Perhaps this is why science is so often contradictory. Someone once said wait long enough and cheeseburgers will be declared health food.

Thirty plus years ago, our behavioral and quantitative professors Dr. Wayne Strong and Dr. Thomas Dudley recommended two books for our graduating program to bemuse us: *The Prince* by Niccolò Machiavelli and *How to Lie with Statistics* by Darrell Huff. Their message was don't assume that people think like you. There is always a potential for manipulation in all data and all communications. Thanks Wayne and Tom.

The Risks of Big Data for Companies is included as an honorable mention. Could we have too high an expectation for big data applications?

If you have any difficulty accessing any of the following articles, we will gladly assist you as needed.

Cordially and Sincerely,

Jim DeHayes
DeHayes Consulting Group





Articles of Interest

David Geffen Unplugged

By David A. Kaplan (08/25/2013)

Fortune Magazine

<http://money.cnn.com/2013/07/25/leadership/david-geffen.pr.fortune/>

David Geffen may be the most versatile American entrepreneur of the last three decades other than Steve Jobs, though Jobs himself sometimes called him for counsel. Now 70 and retired, Geffen rarely gives interviews. But in a series of conversations with Fortune's David A. Kaplan, he reflected on a life in entrepreneurship -- what he called "an incredible ride." In his splendid apartment overlooking Central Park in Manhattan -- and with a view of his Jasper Johns and Roy Lichtenstein treasures inside -- Geffen talked about fortuity and fame, allies and adversaries, as well as Apple, Hillary, yachts, and what it's like to have a celebrated song written about you.

How Science Goes Wrong

by Andrew Bary (10/19/2013)

The Economist

<http://www.economist.com/news/leaders/21588069-scientific-research-has-changed-world-now-it-needs-change-itself-how-science-goes-wrong>

A simple idea underpins science: "trust, but verify". Results should always be subject to challenge from experiment. That simple but powerful idea has generated a vast body of knowledge. Since its birth in the 17th century, modern science has changed the world beyond recognition, and overwhelmingly for the better. But success can breed complacency. Modern scientists are doing too much trusting and not enough verifying—to the detriment of the whole of science, and of humanity.

Articles of Honorable Mention

The Risks of Big Data for Companies

by John Jordan (10/20/2013)

The Wall Street Journal

<http://online.wsj.com/news/articles/SB10001424052702304526204579102941708296708>

Big data. It's the latest IT buzzword, and it isn't hard to see why. The ability to parse more information, faster and deeper, is allowing companies, governments, researchers and others to understand the world in a way they could only dream about before. All that is true. And yet...It's also true that in our rush to embrace the possibilities of big data, we may be overlooking the challenges that big data poses—including the way companies interpret the information, manage the politics of data and find the necessary talent to make sense of the flood of new information.

