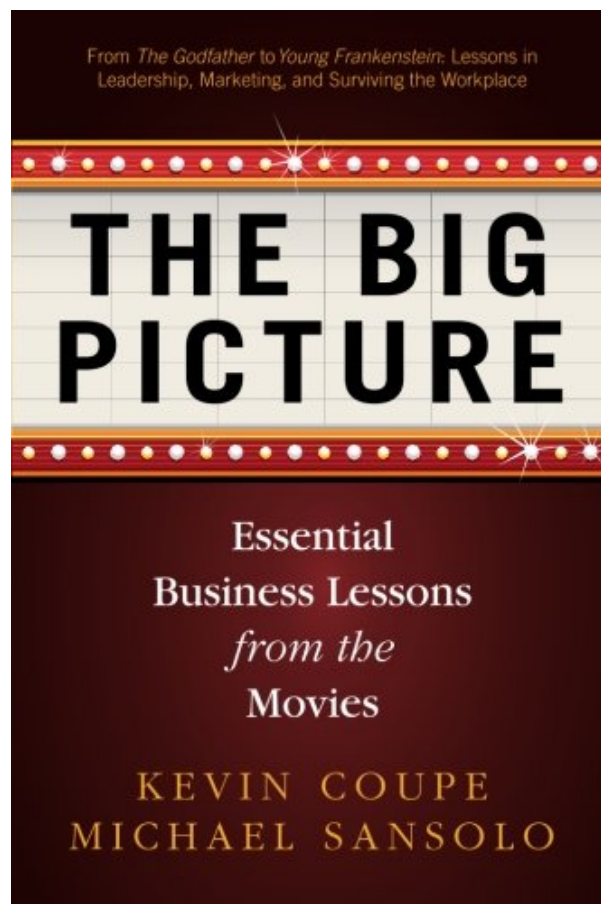


THE BIG PICTURE: ESSENTIAL BUSINESS LESSONS FROM THE MOVIES BY KEVIN COUPE, MICHAEL SANSOLO



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From *The Godfather* to *Young Frankenstein*: Lessons in
Leadership, Marketing, and Surviving the Workplace

THE BIG PICTURE

Essential
Business Lessons
from the
Movies

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MICHAEL SANSOLO

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Review

The connection between the movies and business wisdom has been there all along. It took Kevin and Michael to bring it into sharp, digital-age focus. Gerry Lopez, CEO, AMC Entertainment Inc. --Gerry Lopez, CEO, AMC Entertainment Inc.

The Big Picture will open your mind about the power of storytelling, whether it s for a speech, a business presentation, or a one-on-one with a business associate or a member of your family. Great job, Kevin and Michael. You have given me a new reason to go to the movies. Jim Donald, CEO, Haggen, Inc. and former CEO, Starbucks Coffee Company --im Donald, CEO, Haggen, Inc. and former CEO, Starbucks Coffee Company

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Get out the popcorn. It's time to enjoy your favorite movies ... with a business twist. "The Big Picture: Essential Business Lessons from the Movies" shows you how the stories in movies can inspire solutions in your business life. From brand marketing to ethics, leadership to customer focus, planning to rule breaking, everything you need to know about business is found in your favorite movies. The connection between the movies and business wisdom has been there all along. It took Kevin and Michael to bring it into sharp, digital-age focus. - Gerry Lopez, CEO, AMC Entertainment Inc. The Big Picture will open your mind about the power of storytelling, whether it s for a speech, a business presentation, or a one-on-one with a business associate or a member of your family. Great job, Kevin and Michael. You have given me a new reason to go to the movies. Jim Donald, CEO, Haggen, Inc. and former CEO, Starbucks Coffee Company

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Movies Make Business Fun

By R. Fountain

When I first heard about The Big Picture, I was very intrigued. I'm a huge movie buff and always on the lookout for business books that can deliver useful information in a more interesting and creative way. Up to this point, my favorite has been I'll Make You An Offer You Can't Refuse: Insider Business Tips from a Former Mob Boss: Michael Franzese.

In The Big Picture, Kevin Coupe and Michael Sansolo use popular movies, from the classics to the current, to illustrate each business point being presenting.

For example, in regard to "Word of Mouth Advertising", the faux-climax scene from When Harry Met Sally was used. Once Sally's throes of passion subside, she takes a bite of her sandwich; the customer next to her states, "I'll have what she's having". Business point: Sally is a happy, satisfied customer and the others want to feel the same way. As an alternate perspective, Michael Sansolo relates a story that demonstrates the affect a dissatisfied customer can have on business: while on a flight to Washington Michael purchased a snack from the attendant, only to find it past it's "use by" date. When brought to the flight attendant's attention, she failed to appropriately remedy the situation; resulting in the surrounding passengers returning their snacks as well.

Other examples include "Never Underestimate Your Competition", illustrated by Tucker: The Man and His Dream; "Denial Is Never A Good Thing", illustrated by Jaws; and one of my favorites "Go the Distance", which probably has less to do with the business lesson and more to do with how Rocky (one of the best movies ever: "Take her to da zoo Rock") was used to portray it.

The Big Picture is a very fun, quick read that does a great job of getting key business points across. Coupe and Sansolo manage to take an oft-covered topic and make it fresh and interesting. For those who want to continue the lessons, Appendix B lists additional movies and their corresponding business topic; which would go a long way in spicing up those mind-numbing corporate "team leader" meetings. Well, it looks like I have a new favorite--but let's not tell Michael Franzese...

2 of 2 people found the following review helpful.

Thoughts From Someone Who Isn't a Movie Buff

By Drea Knufken

What do you think about when you watch a movie? Unless it's a complete dud, you're probably not thinking about anything but the movie.

OK, turn that around. What do you think about when you're not watching a movie? If you compare real-life events to movies, think of the right movie quotes for every situation, and see most movies the week they're

released in theaters, read on. A couple of movie buffs just like you put together what could be the ultimate compilation of business lessons from movies.

Many movies—even date movies and comedies—are full of lessons for business. Authors Kevin Coupe and Michael Sansolo cover the best of those lessons in *The Big Picture: Essential Business Lessons from the Movies*. In their new book, they share the business wisdom in 65 famous classic and modern movies. *The Big Picture's* combination of clever business analysis with the joy of cinema makes it a fun, insightful read.

Content

The Big Picture is broken down into six parts, which in turn are divided into fifty-one short (4-12 page) chapters. Every chapter is devoted to a different business lesson, indicated in the title section of the chapter. Lesson topics include branding, customers, strategy, leadership, ethics, and more. In each chapter, you learn what a certain movie is about, and what themes and scenes carry the relevant business lesson.

The most gratifying business lessons are the unexpected ones. For example, the authors derive a good lesson from *Charlie Wilson's War*. In it, Congressman Charlie Wilson, only one person, managed to make a huge difference in Afghanistan's Soviet resistance movement. Sadly, his efforts ultimately ended up being in vain, because Congress never passed a motion to rebuild Afghanistan afterwards. The lesson: One person can make a difference, but if you don't see the job through, it can all go down the toilet.

Many of the authors' movie selections are also refreshing. Who knew you could learn about the importance of delivering bad news as soon as it happens from Adam Sandler's *"The Wedding Singer"*? Despite many clever and original movie choices, however, a few lessons, like build relationships in good times (shown through *The Godfather*), are rather obvious.

The authors sometimes banter with one another, or give you different individual insights in the same chapter. That keeps the book fun.

Thoughts

The Big Picture could be a great resource for presentations, speeches, training, and any other business activity that could use good movie references. The authors make it easy for you to find a cinematic example to express your business point. This may be a good book to keep around as a reference if you speak or team-build frequently.

The authors' well-written commentary made me want to see a number of movies again—or for the first time. That said, I'm not a movie buff. I like movies, but it's not a habit of mine to think about them outside of the movie theater. For that reason, the book felt more laborious to me than I think it would have to a true movie fan.

I also noticed that it was more fun to read about the movies I'd already seen than those I hadn't. This also makes me think that someone who has seen—and remembered—a lot of movies would enjoy this book a little more than a casual movie watcher like me. That's also why I gave it 3 stars. The writing is great, the ideas are original and good, but as a casual movie watcher (rather than a full-blown movie fan), I just couldn't get that into it.

All in all, if you're a movie buff, *The Big Picture* will gratify and instruct. It's also useful if you want a good reference book for motivational, team-building, and training speeches. I recommend it for movie lovers,

movie critics, and anyone with a heart for cinema.

(Review by Drea Knufken as posted on [...])

2 of 2 people found the following review helpful.

Big lessons in business from the big screen --a handy reference

By Joanna Daneman

This book couldn't be more timely for me; I just got back from a meeting where we watched excerpts of *Invincible*, the Disney film on the life of Vince Papale and the Philadelphia Eagles. It didn't hurt that Papale himself was there in person as a motivational speaker, giving us lessons about his life and how they applied to our endeavors. It was a VERY memorable meeting. And yes, there are lessons you can derive from film that apply to business life. Many times, I've been to meetings where films are used to highlight a message or drive home a lesson. These are the meetings I remember, even years later.

In "The Big Picture" various films are summarized and coded to highlight certain business concepts. For example, *Tucker* is coded for Branding, Rule-Breaking, Customer Focus and Leadership. You can go through the book and look for situations that you might like to address to your team, and use the film summary as a discussion. The codes will let you scan quickly to see what applies to your situation.

Since film involves two senses, sight and sound, it is a powerful medium to engage everyone's mind and emotions. We love drama, don't we, and this is a handy book to extract a number of business concepts from familiar films like "Big," "Star Trek, The Last Frontier", "The Guns of Navarone" and many more. The situations are not particularly deep in most cases, but they are sufficiently important to fit many business situations that apply to almost any work you might be doing.

This is enjoyable reading but also a useful reference to keep on the shelf for the next time you need to get your team together and deal with an issue of importance. Using films can add excitement and fun as well as a bigger impact to your message. You probably will want to keep a copy handy.

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