

Welcome to the Martians Reunited monthly newsletter. This month we are delighted to feature some video updates as well as a range of new written content on the site.

Last month we noticed that a few people replied to this newsletter itself. We love hearing from people but emails sent by pressing the Reply button when you receive the newsletter don't reach us. Could you please email us on any one of these three addresses? Editor@martiansreunited.com, Lis.Long@martiansreunited.com or Mike.smith@martiansreunited.com. We don't ever get the other emails - I have yet to work out where they go to. We try and ensure that we respond to everything within 24 hours, so if you have emailed us recently and haven't had a response, it's almost certainly because we didn't get it - so please do try again to one of the above addresses.

Current Martiansreunited.com membership figures:

Active members	Current associates	Former associates	Countries represented	Gender balance
2227	651	1576	41	66% m 34% f

New this month

Managing your Career

Much of our new content this month is on video - starting with a classic produced 4 years ago but particularly relevant to now and to this time of year, when the year's crop of new graduates is hitting the marketplace.

If you know people or have children or grandchildren who are just out of college and getting concerned about taking the right direction, you may want to point them towards this video of [Steve Jobs' speech](#) to new graduates at Stanford University.

It has been viewed thousands, if not millions, of times. It's a classic - simple, short and enormously inspiring. Intended for young people just starting out, it's an equally useful boost for those of us facing mid-career transition or even planning retirement projects. If you haven't already seen it, do please have a quick look.

Wrigley's ads

To celebrate the successful launch of Wrigley's 5 Gum in Europe earlier in the summer, we thought we'd find for you the most popular advert from this year. Here it is, along with 3 classic Wrigley ads from earlier years:

[Solstice 2009](#)

[Chris Brown Doublemint 2008](#)

[Talking computer 1998](#)

[Spearmint bus journey 1990](#)

Ads from other categories will follow in the months to come - so if you have favourites from any Mars category or product please let us know and we will try and add them to the list.

Careers & Business

Also new this month is part 2 of David Drennan's [How to Manage your Boss](#), and a paper from James Amoroso on company valuation - [Taking control of Your Company's Share Price](#). He argues - with great lucidity - that company directors can control their own share price, and makes the case that appropriate communication with investors and analysts, in particular the appropriate use of financial guidance, can

structurally increase a company's valuation.

News

There are a number of Mars news posts, from a Mars, Incorporated release on its planned [realignment of creative agencies](#) to a note on the new 'Obama special' M&M's and a visit from King Otumfuo Nana Osei Tutu II, head of the Ashanti kingdom, (King Tutu for short) to Viersen. Mars Spain is - yet again, in fact for the fourth year running - one of Spain's top ten places to work.

The Responsibility principle comes in for a particularly good showing this month too: there are accounts of healthy living promotions in the Czech Republic and Romania, voluntary control of advertising to children in Brazil and of phasing out our use of endangered fish species in Europe.

All of these items can be seen in the [News archive](#) and the most recently posted can also be accessed straight from the [Martians Reunited Home Page](#).

Also people have started sending us links to other press articles about Mars. Each month we will post a small number of carefully selected links to a new topic on the Forum. See [Forum - Links to articles](#) for this month's collection.

That's it for this month. Thank you for your continued support and interest - and, as always, please do pass this newsletter on to anyone who might be interested, and encourage them to join www.martiansreunited.com.

All best wishes

Mike and Lis

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