

September 2002

To Whom It May Concern

**Re: George Jerjian**

George Jerjian ([www.georgejerjian.co.uk](http://www.georgejerjian.co.uk)) is an exceptional writer. He brings his whole being to the work: his personality, background, education and skills - skills in research, listening, interviewing, writing and editing.

The first time I came across George was when I read *The Battle of the Portals (1999)*, which he co-wrote with Thomas Power, the founder of Ecademy, an e-business community. I read this 100-page book several times because the content was insightful and the message inspiring. What's more, it was an easy read; undoubtedly as a result of the fluent writing.

I had already made up my mind to write a book with George on Xerox and its transformative journey, when George came up with another published book, *Ecosystem: Living the 12 Principles of Networked Business (2001)*, published by Financial Times/Prentice Hall. The accolades and testimonials that this book generated convinced me that he was the writer of choice.

George started the Xerox book project in July 2001 and nine months later, in April 2002, he had produced the finished book, ready for the internal legal and marketing edits. Throughout that period, George worked in a thoroughly professional manner, keeping me updated on all interviews and developments. Most of all, from my perspective, he embodied into the book my personality and retained the right message for Xerox.

On his web site, George has posted a quotation from American poet and philosopher Ralph Waldo Emerson, which reads: *"Talent alone cannot make a writer; there must be a man behind it."* I can unequivocally say that if you want to write a book, which balances passion for the subject, a business perspective and a "nose for the market", **George is the man.**

Yours sincerely



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