

Goodwin Associates  
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Big City

Dear Telecommunications Engineer,

I really enjoyed our chat on the 'Net' last week. It's obvious that you're as busy as ever and making a big hit with senior management with your science lessons disguised as illustrated progress reports. You're having a bit of fun with your work and it certainly won't hurt to have your board of directors a little more clued in about the modern world.

Which is what I want to talk to you about, and the reason I'm using the snail mail. I think this could be considered confidential information. I've heard from a couple of very savvy people that your firm is in real trouble—the board just isn't thinking ahead, and even if they started to now, there won't be time for them to save the market share from the newer companies.

It might be a really good time for you to take the personal initiative to make a career move, while you're still looking good in a major company. Let me know what you think, and meanwhile, make the most of this experience.

All the best from your friend and mentor,

Kaya Goodwin