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#MARKETING

Long-Term Coffee Goals

Rapaille's research revealed something crucial: People form emotional bonds with Foods and Drinks they experience in their childhood!





fter World War II, Nestlé wanted to enter the Japanese market. Their goal was to create a new market for coffee But no matter how much advertising they did, coffee sales remained dismal-

ly low. Nestlé had perfected their product with-

Excellent taste. Affordable price,

Attractive packaging. But all of that was in vain.

because coffee simply didn't have a place in people's daily lives. Traditional marketing methods failed because they focused only on product fea tures, not on the emotional side of consumers.

Instead of throwing more money into advertising, Nestlé made a bold decision by hiring Clotaire Rapaille, a French psycho-analyst and marketing expert. His task was to discover the root reason why Japanese people weren't drinking coffee.

Rapaille's research revealed something crucial: People form emotional bonds with Foods and Drinks they experience in their childhood In Japan, there were no childhood memories related to coffee. Traditional Japanese culture was dominated by tea and other beverages. Coffee had no historical or emotional

presence Rapaille suggested a highly innovative solution: stop trying to sell coffee to adults and instead focus on coffeeflavoured sweet products for children. This was a daring strategy because it went against conventional market-

ing wisdom. Following Rapaille's advice, Nestlé introduced products

Coffee-flavoured Candies, Coffee jellv-like Desserts.



Sweet treats with hints of cof-

All these products had a single purpose, to introduce the taste of coffee to children. It was a long-term strategy, and its results wouldn't be immediate. By the 1980s, those children had grown up and entered the workforce. They were already familiar with the taste of coffee, and now they genuinely needed caffeine. With the stress of work and fast-paced lifestyles, they began to require

caffeine to stay energized. Nestlé reintroduced Instant Coffee to the Japanese market, and this time, it was a massive success

By 2014, coffee consump tion in Japan had reached record levels. Today, Japan imports more than 500,000 tons of coffee every year, and Nestlé s the undisputed market leader there.

Nestlé's success story in Japan is considered a milestone in the business world. Today, Japan is a nation of coffee lovers. Changing the cultural habits of an entire country became possible due to the insight of a psychologist, who understood that childhood experiences shape lifelong preferences

This is why we must be very mindful about what we teach children, what language they learn, what foods we give them what experiences we expose them to, because these things ultimately shape their culture

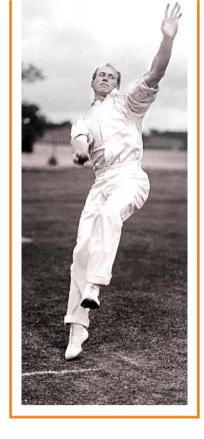
For those looking to cultur ally influence others, a child's mind is the real battlefield or to seed a market.

Have you realized ever that this has already happened to

For example, the idea that 'Cake = Celebration' has been so deeply ingrained in our minds since childhood that today, we order cakes for everything, not just birthdays, but also exam success, weddings, promotions, retirements, and

A hundred years ago, 90% of Indians didn't even know what cake was! Today, when we go to McDonald's with our kids to celebrate something, or order Pizza and Coke/ Pepsi, we are creating lasting childhood memories for them, and in the process, we are unknowingly creating lifelong customers for these companies.

Forgotten King of Swing





Bart King wasn't just fast, he was revolutionary. Using what we now understand as reverse swing, decades before it was recognized, he manipulated the ball through the air with a subtlety and precision that mystified even the most skilled batsmen of his time. Bowling from a short run-up, he focused not on brute pace, but on late movement, that whisper of swing that arrives just before the bat meets air. His weapon of choice: the out-swinger. Uncoached, self-taught, and devastating.

The



Senior Journalist & Vildlife Enthusiast id you know the father of swing bowling was... American? Not English

Not Australian. But a man from Philadelphia, Bart King, who, in the early 1900s, stunned

the cricketing world and quietly redefined what fast bowling could be. Today, the name Bart King rings faintly, if at all, in the minds of modern cricket fans. Yet. in 1908, he ripped through English batting orders with such elegance and destruction that Wisden, the Bible of cricket, was forced to take notice. They called him 'the best all-round cricketer in the world.' But unlike other legends of the game, King didn't bask in fame or fortune. After humiliating top-class English sides before lunch, he'd return home to resume his job at an insurance company



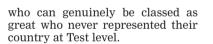
Swinging Through History

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tating He was the kind of cricketer who could dismantle a batting order before the second pot of tea, and then nonchalantly step off the pitch like nothing had happened. From the mid 1890s until the First World War, the Philadelphia Gentlemen could match the world's best sides. All thanks to Bart King.

In golf, there is an informal award called the 'BPNTWAM' (Best Player Never To Win A Major). Adam Scott and Justin Rose both had been claimants to that title until winning the 2013 US Masters and US Open respectively, leaving Sergio Garcia, Lee Westwood and Matt Kuchar as current contenders. (Henrik Stenson might have recent claims to be added to the list.)

In cricket, the nearest equivalent is the 'BCTNPT' (Best Cricketer To Never Play Tests). It would seem illogical to argue that you could be a great cricketer and yet never play Tests, the ultimate form of the game. Nevertheless, there are a number of candidates



For example, a whole generation South African players such as of Clive Rice, Vince van der Bijl, Garth Le Roux and Ken McEwan never had the chance due to their country's political exclusion. Jack Massie, the giant left-arm quick from Australia, took 99 first-class wickets at 18.42, almost all in the 1912-13 and 1913-14 seasons. However, Australia did not play a Test match during those years, and while Massie was chosen to tour South Africa in 1914, the tour was cancelled due to the outbreak of the First World War Massie was never to bowl again in first-class cricket as he was seriously injured by shrapnel from a grenade during the battle of Lone Pine at Gallipoli.

If we exclude anyone who played prior to the inaugural Test in 1877, some (but not all) of the other main candidates as 'BCTNPT' include Charles Kortright and Don Shepherd from England, Mahadevan Sathasivam and Anura Tennekoon from Sri Lanka (Ceylon), Padmakar Shivalkar and Rajinder Goel from India. Cec Pepper and Jamie Siddons from Australia, Tom Pritchard from New Zealand and Franklyn Stephenson from the West Indies. However, the cricketer who most appropriately fits the category of 'BCTNPT' is Bart King from the USA. John Barton King, or 'Bart'

King, as he became known, was born on October 19, 1873. Bart grew

Merion in 1906 is still considered to be a record score within North American cricket. Obvious questions can be raised about the standard of opposition, but it would appear from anecdotal evidence that the standard of Philadelphian cricket was at least the level of minor county cricket in England at

However, it is Bart's performance es in international games that remain the outstanding aspect of his career. He was first selected to play in an international match in 1892 for the Gentlemen of Philadelphia against the Gentlemen of Ireland while only 18 years old, and took 19 wickets at 13.53 in the three-game series.

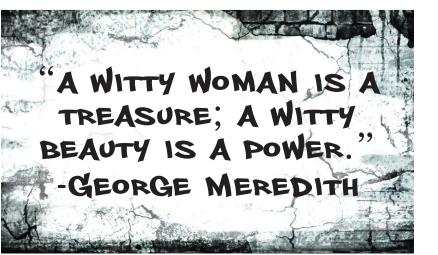
at 36.47. His score of 344 for Belmont

in a Hallifax Cup game against

The unique component of King's action was that in the final strides of up playing baseball in his homehis run, he held the ball above his town of Philadelphia and didn't head in both hands, much in the start playing cricket seriously until manner of a baseball pitcher. he was 15. Cricket was primarily The following year saw the Australian team play a series of introduced to the USA by English immigrant mill-workers within the games against the Philadelphian New England area. It is often forgot-Gentlemen on their way home from ten that the first-ever international England. It had been a long and cricket game took place in 1844

arduous tour, and Australia unwisely agreed to play the Gentlemen on the day following their rough crossing of the Atlantic. Winning the toss, the Gentlemen smashed an impressive total of 525. The Australian team was very rusty, dropping numerous catches and misfielding regularly. The game was to go from bad to worse for the tourists as Bart ran through the

THE WALL



BABY BLUES

between the USA and Canada.

Cricket thrived within Philadelphia

from the 1890s through to the First

Club in 1889, and throughout the

season, he took 37 wickets for just 99

runs. During his career in the USA.

Bart took 2088 wickets at an average

of 10.47, and also scored 19,808 runs

Bart joined the Tioga Cricket

World War







Conserve the Nature

lanet Earth is a beautiful and fascinating place, from the air in the atmosphere to the depths of the sea. From wildlife to trees, from oceans to mountains, the world is a place that has fascinating ecosystems that lie in a delicate balance. But as human activity has made a huge impact on the environment, particularly through depleting natural resources and adding pollution, it is necessary for people to offer more care and pay more attention to preserve the planet for future generations. World Nature Conservation Day is here to raise awareness for the need and promote collaboration between individuals, communities, businesses, local governments and much more!

Bart toured England again

in 1903 with the Gentlemen of

Philadelphia playing 16 first

class games. He took 93 wickets

at an average of 14.91, and

scored 653 runs at an average of

28.89. The two highlights of this

tour were defeats of Surrey at

The Oval and Lancashire at Old Frafford. Against Surrey, Bart

took 3 for 89 and 3 for 98 in the

game, but his batting was the

highlight. He scored 98 in the first innings before being run-

out, however, he followed this up

in the second innings with his

highest first-class score of 113

not out. His bowling was to the

fore against Lancashire, taking

5 for 46 and 9 for 62. His chance

of taking all ten wickets in the

second innings was ruined by a

third and final time in 1908.

Despite being in his mid-30s by

this stage, he produced his best

bowling performances in English

conditions. He took 87 wickets in

only ten first-class games at an

average of 11.01. This average was

the best performance by any

bowler in the summer, better than

any average for the previous 15

years, and then was not matched

Australia won by 45 runs. For a

golden period from the mid

1890s until the First World War,

the Philadelphia Gentlemen

were able to put forward a rep

resentative team that could

match many of the best sides

around the world. While there

were other players of signifi

cance in the side such as bats-

ner PH Clark, without the per-

formances of Bart, the

Gentlemen wouldn't have been

elected as an honorary life

member of the MCC in 1962

and died on October 17, 1965

aged 91. He remains the great

est of all American crick-

eters, and is my nomination

for the best cricketer never to

you'll feel it: the echo of a forgot

ten game, the pulse of a sport that

once beat loudly in American

hearts. It was here, in 1899, that

Prince Ranjitsinhji, the leg-

endary Indian batsman and

play a Test

John Barton King was

anywhere near as successful.

man Lester and bowling part

for another 40 years.

Bart toured England for the

run-out.

The secret of his game

he secret to Bart's bowling success can be largely traced to his ability to swing the ball in both directions. While he was rated by his contemporaries as truly fast, his most dangerous ball was an inswinger. He referred to it as his 'angler' and he only used it rarely as he felt that the less patsmen saw it, the less chance there was for them to get used to it. His normal ball was an outswinger, but he commented that this merely increased the danger of his inswinger.

It is said that Bart's ability to swing the ball was developed as the result of his early years as a paseball pitcher. The unique component of his action was that in the final strides of his run, he held the ball above his head in both hands, much in the manner of baseball pitcher. In spite of this, there were never any claims that he threw, unlike some other fast powlers of the day, and he was renowned for his very high and pure action. At six feet one and 178 bounds. Bart had long and loose arms, a powerful torso with strong shoulders and wrists. Team-mate Lester said of Bart that "nature endowed this man completely with the physical equipment that a fast bowler covets.

A career closing

B art's first-class career was drawing towards a close, however, he still had a few great performances left. Playing against the Gentlemen of Ireland in 1909, he performed the amazing effort of bowling all 11 batsmen. (GA Morrow was bowled off a noball and remained not out at the conclusion of the innings.) This was one of three occasions that he took all ten wickets in an innings. The last two international matches that Bart played were against the weak 1912 Australian Test team. In spite of the fact that he was approaching 40. Bart took match figures of 9 for 78 the Philadelphian Gentlemen's victory by two runs in the first game, and 8 for 74 in the second game that

The Germantown Ground

ermantown Cricket Club is **U** just outside Philadelphia, the very field where Bart King played most of his cricket. The

ground, tucked among leafy Bart toured England for the first neighborhoods and tennis courts. is quiet now. The shouts of time in 1897, with the Philadelphian Gentlemen playing 15 first-class appeals have faded. The applause, games against county teams. The gone. But walk the boundary and highlight of the tour was the match against the full-strength Sussex

Australian top order to take 5 for 78

Australia were bowled out for 199.

and then shot out again for 258 after

innings and 68 runs.

following on to be beaten by an

side. The Philadelphian Gentlemen

batted first and totalled 216. thanks

largely to a 106-run partnership

between John Lester and Bart who

made 58. Bart opened the bowling

dismissed for 46 Bart took 7 for 13

including the prized wicket of

Ranji, clean bowled first ball

Sussex followed on with 252, with

Bart's figures of 5 for 102 giving him

Gentlemen won by eight wickets. He

received many offers to remain in

England and play county cricket,

and far between around the turn of

the 20th century, so, Bart's next

major performance was not until

1901 against a touring English

team led by BJT Bosanguet. Bart

took 23 wickets in the two games.

including a best of 8 for 78, at an

average of 10.30. His ability to

swing the ball late combined with

express pace simply proved too

much for the tourists. His place as

the pre-eminent United States

cricketer had been established, and

he continued unchallenged in this

role until his retirement.

International games were few

however, he chose to return home.

12 wickets for the match that the

and in less than an hour. Sussex was

here's no statue for Bart King. No stand named in his honour. No Instagram reels trending with his spells. Just scorebooks in dusty archives. Fading photographs in media spectacle and legacy is often measured in likes, King's story is a

quiet protest. It reminds us that greatness doesn't always need a spotlight Sometimes it just needs a ball, a patch of grass, and someone who believes.

rajeshsharma1049@gmail.com



ZITS

HONEY?

ARE YOU

OKAY?

6-18 GGOTTRAM BORGMAN

Love The Parent Way

#LOVE

Telling your child 'I love you' matters, but so does showing patience during their tantrums, encouraging their dreams (even the silly ones)!

described as the hardest job in the world, not because it comes with a manual, but because every child is unique, and every parent is learning on the go. Among the countless philosophies and techniques, three powerful, interconnected principles can guide every parenting journey: Love, Value, and Discipline. When balanced correctly, these form the emotional foundation on which children build self-esteem, resilience, and a moral compass

arenting is often



Love: The Unshakable Base

🔽 or children, love isn't just a feeling, it's an environment. A child who feels deeply loved knows they are safe, accepted, and worthy of care. But parental love must go beyond just affection. It's about being present, listening actively, and showing up consistently, especially moments when a child feels insecure or misunderstood. Importantly, children under-

stand love through both words and actions. Telling vour child 'I love vou' matters but so does showing patience during their tantrums. encouraging their dreams (even the silly ones), and simply spending quality time without distractions.

Love without boundaries however, risks turning into overindulgence. That's where the other two pillars come in.

they seem naive.

just results.

• By celebrating effort, not

• By avoiding comparisons

Value: Teaching Children Their Worth (and Others'

o value your child means helping them understand that they are important. respected, and have a place in this world, not because of what they achieve, but because of who they are. It also means raising them to value others, fostering empathy, kindness, and inclusivity.

Parents demonstrate value in subtle, powerful wavs!

behind rules. Being consistent, not harsh one day and lenient the next.

through your own actions. Offering choices with consequences, allowing kids to learn from experience. When children under

rather than control, they're more likely to internalize val ues instead of rebelling against them.





By Rick Kirkman & Jerry Scott

DID YOU HELP PLAN THE ATTACK? OOPS. I THINK I HEAR THE OVEN TIMER. Neu IT!



British aristocrat, brought a team to play in one of the first international tours on U.S. soil. No Statues. No Reels

I'M...

NOT

SURE.



ONE MINUTE JEREMY IS ON

MY SHOULDERS WATCHING

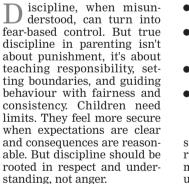
A PARADE, AND THE NEXT

I CAN'T GET WITHOUT

A LADDER!

MINUTE HE'S REACHING STUFF

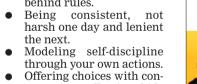
dence. They're more likely to take healthy risks, communi • By listening to their child's opinions, even if experienced it themselves **Discipline: Not Punishment, But Guidance**



stand discipline as guidance

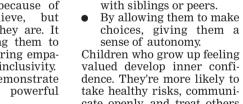
Healthy discipline includes,















The Balance: Raising **Strong, Kind Humans**

D arenting through love alone may raise children who feel secure but lack boundaries. Focusing only on disci pline may lead to obedience without emotional resilience And valuing children without structure may result in entitlement. But when love, value, and discipline work together, they create a balanced upbringing that fosters confidence, compas sion, and character. Children raised this way

are more likely to become adults who, • Know their self-worth

• Respect others. • Handle challenges with

maturity • Understand right from wrong, and choose right, even when no one is watching.



Conclusion

D arenting doesn't require perfection. It requires presence, intention, and a willingness to grow alongside your child. The trio of Love. Value and Discipline isn't a magic for mula, but it is a deeply effective compass. When applied with consistency and care, it doesn't just shape good behaviour, it shapes good people. And in the end, that's the goal of parenting: not just to raise happy children, but to raise kind, confident, and responsible adults

By Jerry Scott & Jim Borgman YEAH, BUT NOW IT'S HAPPENING TOME!