

DECEMBER 11, 1963

TO: OFFICE

Comments by Lester Cone, graduate student on a Ford Foundation grant studying some advanced concepts in business management and especially emphasizing marketing management:

Mr. Cone called on Monday and said:

"You have something in your management system that others don't have."

"You have an understanding of the psychological basis on which unnecessary cost creeps in."

"I have tried it and I know we can put value analysis points on the critical path."

"You have an odd combination of
factor analysis
situation analysis
systems analysis."

Mr. Cone asked for an appointment to learn more about value analysis. We arranged for him instead to have his appointment with Value Analysis, Inc. uptown and get a "learning" there. My contact was to have lunch and chat about a few generalizations with him. Since he represents such a totally uninvolved viewpoint of value analysis, I am sending these comments around for you fellows to note.

L. D. Miles/H