

Lanchester Trust Newsletter No.29

Father Christmas has decided to call in February 2016, in the form of Mr Takeda from Japan. He has most kindly decided to gift one copy of his brand new book to each and every Member of the Lanchester Trust. Mr Takeda is one of the Founder Members of the Trust, as he feels that the work of Dr Frederick Lanchester in particular should be praised at every opportunity.

Mr Takeda informs us that Dr Frederick's 1916 book entitled 'Aircraft in Warfare' was adapted by the Japanese from the 1950s to enhance their business enterprise by providing a complete management strategy for business competition. Over 3 million Lanchester-inspired books have been sold in Japan since then.

Mr Takeda's hard-back book of 225 pages is titled: 'The Lanchester Strategy for Management' and has been translated into English for our benefit; he now wishes to reward every Trust member for their support of this worthy, charitable organisation. You will be informed later of progress.

Of course, there is still time for others to quickly join the Lanchester Trust and take advantage of Mr Takeda's generosity. This can be achieved by donating to the Trust at the person's discretion; payments for this lifetime Membership have been from £2,500 to the minimum of £100. Your donations will be put to good use and you will have already seen the good work being achieved by the Trust in supporting Lanchester ventures from car restoration, to student studies, to digitising of documents; anything, in fact, to raise the awareness of Lanchester. You can see the previous Newsletters on www.LanchesterTrust.org. We look forward to hearing from you.

From your Trustees: Chris, Malcolm and Eric.


Yoichi Takeda

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