

THE
Lanchester
TRUST
Founded 2010

Registered Charity No: 1143535

~ promoting the inspirational work of Dr Frederick, Frank and George Lanchester ~

Newsletter Number 31.

Lanchester Strategy

June 2016

There have been many words of thanks given to one of our Trust Members from Japan, Mr Yoichi Takeda, who most kindly gifted a copy of his book, 'The **Lanchester Strategy for Management**', to each and every Lanchester Trust Member. Indeed, Mr Takeda is keeping open this offer for all new Members to the Trust as well.

This high-quality book has 225 pages between its hard covers and striking dust jacket. As well as over 20 pages on 'Lanchester's Laws', the book includes chapters on military tactics and strategies, and how they are applied to today's business and management principles. There is also a 16-page life story about Frederick Lanchester, written by his younger brother, George, in 1957. The whole book is printed in English for our benefit, Mr Takeda also paying for the translation himself. His aim, like that of the Lanchester Trust, is purely to make people aware of Lanchester. The book, which is not for sale, is highly recommended.



An earlier photograph, from left: Lanchester Librarian Caroline Rock, Mr and Mrs Takeda, Chris Clark, and Barry West, Trust member and former Deputy Librarian of the Lanchester Library.

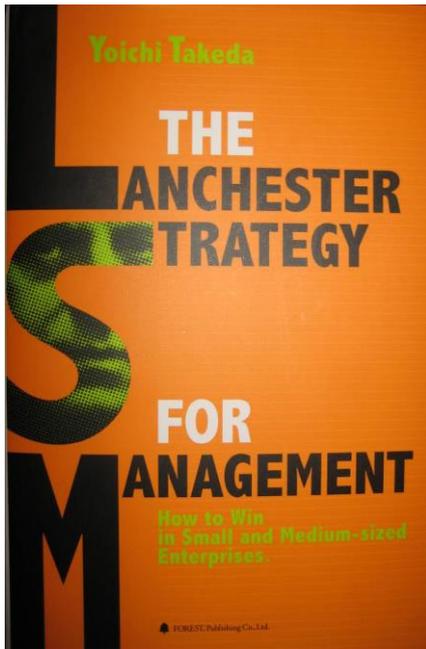
Please note that a life-long Membership fee of the Lanchester Trust requires only a minimum donation of £50. Contact www.LanchesterTrust.org for further information.

With regards from your Trustees: Chris Clark, Malcolm Whitehouse and Eric Baptiste.

.....
For readers' interest, shown below is a letter of thanks from Ian Pogson, a Trust Member from the Midlands in England.

Takeda-san,

I have just taken delivery of your excellent book "The Lanchester Strategy". This is a great piece of research and a splendid tribute to a truly great man. Please accept my humble thanks as a fellow author.



*I was always aware of the great man, but it was really only recently that I looked deeper into his work and that of his brothers. Via the **Lanchester Trust** I was allowed the great privilege and real thrill to hold his very own note-books. I became a **Trust Member** to help promote the work of the **Trust** and talk warmly about the man at any opportunity. I am a serving Engineer with JLR (Jaguar Land Rover). Dr. Lanchester gave my industry many great inventions. His talents and wide-ranging interests mark him out as a true genius.*

I have three Engineering heroes in my life: Lord Austin, the father of the car company bearing his name, Charles Spencer King, the Engineer behind the Range Rover, and Dr. Lanchester. The latter is a giant even in this group. Thank you for promoting Dr. Lanchester and for your gift of a very useful book.

Yours sincerely, Ian Pogson BSc CEng FIET CQP MCQI.
