



BIBLIOGRAPHY

Be Blue Cat:

To be unique (or not to be)

By Alix Brijatoff and Richard Caillat

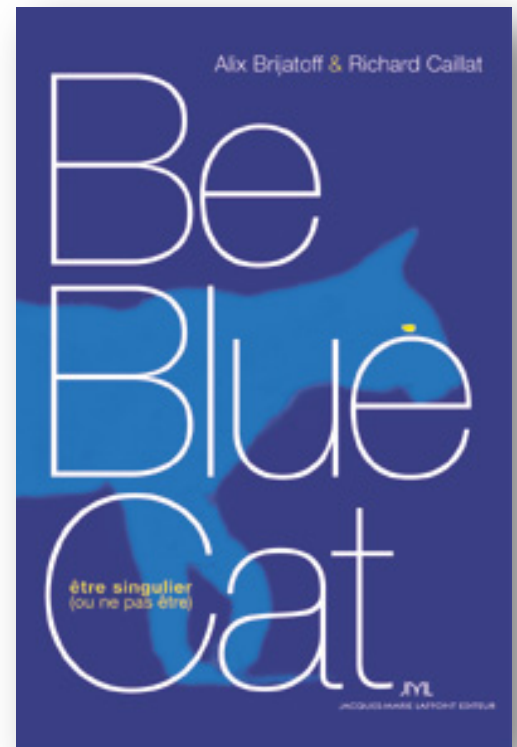
Published in 06/2004

Publisher: Jacques-Marie Laffont

All cats are grey in the dark (*La nuit tous les chats sont gris*), as the French say. We could also say: When we're in the dark, all cats are grey. Or: The problem is that all cats are grey. Which basically means the same thing. But blue cats are an altogether rarer phenomenon.

They stand out and get noticed. Blue cats symbolise originality, doing your own thing and ultimately setting a trend. How can you stand out? It's a question of drive. If you are not born a Blue Cat, become one. This book will bring out the Blue Cat within you. We will teach you how to spot the signs of Blue Cat in the heart of a grey cat... and how to discern which are the FBCs - the False Blue Cats. With humour and ferocity. Brother and sister Blue Cats, both famous and not, living or dead, this book pays homage to you. But did you actually know that you were one of them? Practice, play, read, pass it around. Be Blue Cat! This book throws preconceived ideas out the window. Be Blue Cat is a call to set our individuality free. Told with a good deal of humour, this exercise of the body and the mind is an absolute must.

The authors illustrate their ideas with real-life examples of Blue Cats, drawing on past and present personalities: artists, inventors, musicians, pop stars, politicians, athletes, companies and brands.





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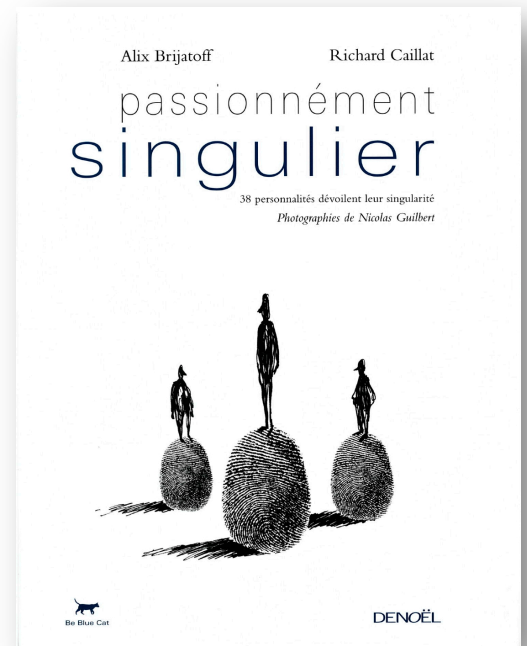
Passionately Unique: 38 personalities reveal their individuality.

By Alix Brijatoff and Richard Caillat

Published in 06/2004

Publisher: Jacques-Marie Laffont

Is a unique personality (what our authors called a "Blue Cat" in a previous book) just one that gets noticed because of its difference, its quirkiness, its eccentricity? Does it follow rules or does it brag about not having any rules to follow? This book takes a look at individuality and tries to answer these questions through interviews with 38 personalities, some famous, some not.



From Arielle Dombasle to Yannick Noah, to Daniel Mesguich, Angelin Preljocaj or Philippe Caubère, as well as a number of business people, such as Philippe Bourguignon or Denis Olivennes... All of these more or less public figures agreed to reveal themselves in a natural light - very often as never before. Always moving and full of surprises, they share with us what is deep down within them. They are instigators and bearers of hope, revealing a vast spectrum of life experience, from the risks they have taken to the weaknesses they have come to terms with. They show us their passion, their eagerness and the drive they share to fight for what they want. They prove that being a "Blue Cat" is not an outward sign of superiority, but a way of being and especially becoming more free. Neither exemplary nor arrogant, they are more like eye-openers, anticipating and forging new paths rather than taking the beaten path. In a world where conformity, uniformity, hatred and exclusion dominate all too often, they help light that spark of individuality lying dormant within each of us, wherever we come from and whatever our culture or place in the world.

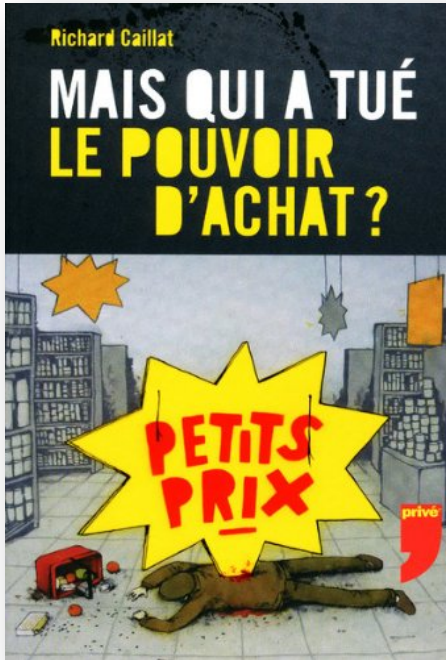
BIBLIOGRAPHY

Whatever Happened to Purchasing Power?

By Richard Caillat

Published in 08/2009

Publisher: Editions Privé



"Richard Caillat, Chairman of HighCo, a unique and passionate individual, unequivocally tackles the crisis of purchasing power and provides insight into tomorrow's solutions."

An iconoclastic probe into the crisis, backed with concrete examples and testimonies from CEOs, politicians, economists... as well as everyday people, delving into the small world of consumer goods.

French consumers have never been so concerned about purchasing power. Well before the financial bubble burst and the economic crisis began, consumers were already frowning in the supermarket aisles, disapproving of day-to-day products that they felt had become too expensive. Today, it is the "consumer goods" bubble that is about to burst.... Whose fault is it? Retailers? Brands? Politicians? Consumers themselves? No use scapegoating the Jerome Kerviels or Bernard Madoffs of the consumer goods world. We are all at fault. Richard Caillat, Chairman of HighCo, a unique and passionate individual, unequivocally tackles the crisis of purchasing power and provides insight into tomorrow's solutions. An iconoclastic probe into the crisis, backed with concrete examples and testimonies of CEOs, politicians, economists... as well as everyday people, delving into the small world of consumer goods.



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Marketing & Interactivity

By Richard Caillat

Published in 08/2009

Publisher: Editions Privé

At a time when consumers increasingly need services, explanations and tailored, user-friendly relations, major brands and networks have understood the importance of *Audiotel* - an indispensable solution for boosting customer loyalty.

In his book, Richard Caillat clearly explains the growing importance of electronic marketing, especially the essential use of customer service numbers provided by Audiotel. Today, the telephone is the easiest interactive communication tool to use. It plays a vital role in a company's communication mix. Now, by combining computer technology and telephony, the possibilities are endless. This is just the beginning of voice-controlled telematics, a technology that sets up dialogue with a server. But the evidence is undeniable. Audiotel services have become a crucial link between advertisers and consumers.

