



Yastrow & Company

October 25, 2007

Amanda Cullen
7970 Irwin Avenue
Cincinnati, OH 45236

Dear Amanda,

Copies of my *We* have arrived from the publisher, and I am so excited about how they look ... and, more importantly, how they read.

Your contributions to *We*, as with your contributions to *Brand Harmony*, were incredibly valuable to me. Your insights about how to make passages more understandable, your word choices, your “perfect pitch” for subtle nuances ... all of these had a very important impact on the book. Am I surprised? No ... after our years working together at Lighthouse Carwash, what you did for my books was consistent with everything I’ve seen from you in the past.

Copies of *We* are on their way to you ... please let me know if you need more. Best wishes in everything you do ... I want you to be successful, but only so much that you’ll still collaborate with me in the future! (Don’t leave me in the dust!)

Your friend and partner,

Steve Yastrow