

From the Editor

R. Dennis Green



The Art of Persuasion—has it really changed? We tackle this question in the journal's second issue and discover strong arguments to say yes. And no.

In the process, we pay homage to Aristotle (350 BC), patent proposal writers of the 19th century, the famous and shocking Milgram experiments (1960s), a scholar's view on power, and several contemporary practitioners of persuasion in industry today. Collectively, they give us compelling arguments and perspectives for persuasive text-based, oral and graphic presentations.

We also initiate a new feature, the personality profile. This issue introduces our readers to Steven Myers, a legend in the proposal management profession, certainly a great persuader in his own right, and CEO of the world's largest proposal services firm.

It's enough to keep you contemplating the dynamics of persuasion for days and days.

Take another look at our cover art from the Stanza della Segnatura (The School of Athens) fresco at The Vatican. Aristotle and Plato are featured at the center (Aristotle stands to your right), surrounded by a number of important, ancient Greek philosophers. Imagine, in a Vonnegut-like twist on time, that Aristotle and Plato are discussing this very issue of *Proposal Management*. What might they

be saying? I imagine Aristotle's satisfaction upon learning how enduring and ultimately valid his treatise on *Rhetoric* has remained. I also imagine he would have an inclination to expand this treatise, for Aristotle equated happiness (in part) with the active life of a rational being putting all his soul's intellectual, moral, and nutritional faculties to use.

Though we may never begin to achieve the great philosopher's persuasiveness, clarity of thought, and literary accomplishment, all of us in this professional community can relish in its daily pursuit.

Onward and upward!

RDG