

From the Star Ledger's "The Business of New Jersey" section, Tuesday, September 18, 2007

PAGE 46

THE STAR-LEDGER

TUESDAY, SEPTEMBER 18, 2007

# THE BUSINESS OF NEW JERSEY



## Lessons learned

**SAM HARRISON:** President of Linett & Harrison, Union

**WHAT I DO:** Lead a full-service advertising agency that has been in business for more than 18 years

"You have to be on the same wavelength as your clients to understand their goals and objectives. And to do that, you really have to sit down, turn off the phone and the e-mail, and have a face-to-face discussion about the business. Even if we have five e-mails going back and forth every day, you still need to catch your breath and sit down and talk with clients about their problems and the opportunities, and how you can serve them as an ongoing partner."