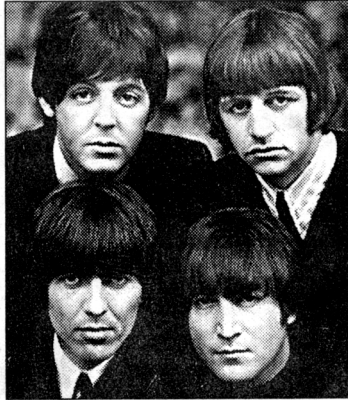


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The Beatles: The band had lots of face time together, which helped them work as a team.

The Beatles' principles

The Beatles' success teaches four lessons about teamwork and creativity, says business consultant Andrew Sobel in the magazine *Strategy+Business*. "Every business team can learn from their story," he says.

One lesson is that teams need to share lots of face time before they learn how to work together, have fun and trust one another. By the time *Please Please Me* topped the charts in 1963, the Beatles had already logged thousands of hours playing together in the clubs of Liverpool and Hamburg.

Also worth studying: The Beatles' music and their musicianship evolved. "Complacency — being content to sing *I Want To Hold Your Hand* over and over again — is the enemy of sustainable success. The way to keep clients and customers for life is to evolve your songs with them — to constantly expand your repertoire. Amazon has done this by slowly adding merchandise categories to its original core of books, Porsche through its successful Boxster sports car and Cayenne SUV lines, and Apple Computer with its popular lineup of iPod music players and related software," says Sobel.