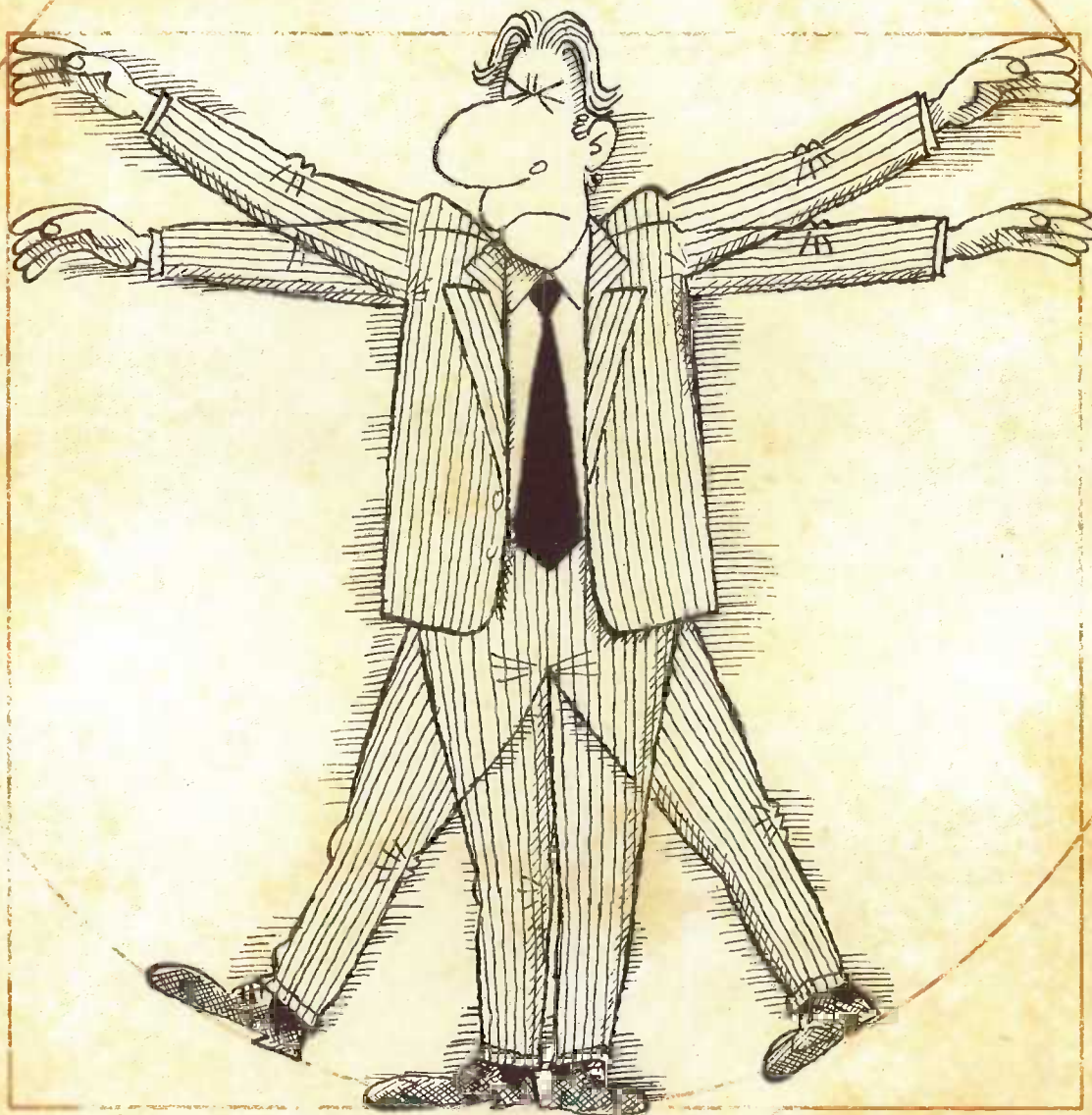


square mile

THE BEST OF THE CITY



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ALEX SPEAKS

The City legend's first ever interview

PLUS: Boris Johnson, Theo Paphitis, Sir Terence Conran and UBS's George Magnus

POST-ITS

Rushin' for sales in Moscow...



NEWS REACHES US from Moscow that the *enfant terrible* of capitalism – they only shook off the yoke of a centralised and planned economy a decade ago, after all – is calling for mummy as it feels the chill of the crunch.

But with the smorgasbord of western companies and agencies embedded out there to dispense advice, Russian companies have been quick to turn to discounting and special offers to stimulate sales in what we call the 'credit crunch' and what they, in true Ronseal fashion, call simply 'crisis'.

But they are a little blunter than perhaps we in the west are used to – one ad for car-maker Opal has crowds of people shouting and cheering, "Crisis!" The ad reveals they are enthused about a sales promotion that ends on 31 December.

Similarly, Lada has a billboard campaign around Moscow promoting an "anti-crisis" deal on the Lada Kalina of 15,000 roubles (£360) until year end.

Restaurants and bars in Moscow are offering "anti-crisis" deals too. But our favourite is the bunch of chancers who reckon in times of trouble Russians hit the liquor (you reckon?) and have brought out 'Anti-crisis Vodka'. It's going on sale at 150 roubles (£3.60) a bottle, apparently putting it firmly in the 'budget' category – though here at **square mile** the editor didn't seem that impressed, saying he "can get it cheaper in a Stoke Newington office".

TRAVEL NARROWS THE MIND

This just in. Samsung has commissioned research into business travel – and it makes for quite alarming reading. While two-thirds say (yada yada) they "miss their partner most" while away, for a refreshingly candid 38 per cent, it was their own pillow whose absence they felt most keenly. It's the little things, isn't it?

But there's no excuse for the frankly weird 12 per cent who couldn't bear to be parted from their teddy bear. And before you all start sniggering at these saddoes, a frightening 57 per cent of all business travellers admitted that, while on a business trip, they don't leave the hotel – and one in four don't even leave their room. Bruce Parry, you ain't – and you know who you are.

CASE STUDY



Made from ballistic nylon developed to stop shrapnel, the Tumi Alpha Computer Brief (£275, above) expands a full two inches to fit your varying workloads. The computer briefcase offers a removable computer sleeve and plenty of room for papers and files. It features numerous organiser pockets, too. tumi.com

SAXO: RIGHT OF REPLY

Last month we reported that "rumours on online trading sites assert that [Saxo] bank is yet another to face serious financial difficulty". Saxo Bank has asked us that in terms of financials this will be a record year for Saxo Bank. We're happy to set the record straight.

Magic Numbers

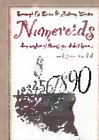
7,000
▲ Average number of calories eaten on Christmas Day in UK

2,176
▲ Average daily calorie intake in sub-Saharan Africa

49
▲ Average number of hours that the calories consumed in an American's Thanksgiving Day meal could power a 27" TV

▶ Pounds of fat lost if you walk for 24 hours

1



Numeroids by Donough O'Brien and Anthony Weldon, is published by Bene Factum at £9.99. numeroids.com

