

[View this newsletter as a web page](#)



STEVIE® AWARDS UPDATE

News About the World's Premier Business Awards

October 29 2010

[Stevie® Awards Homepage](#)

[Back Issues](#)

[Email the Editors](#)

Follow the Stevie Awards



[Follow the Stevie Awards on Twitter](#)

[Share](#) |



More Information

- [Advertise](#)
- [Contact Editors](#)
- [Podcasts](#)
- [Mailing List](#)
- [Calendar](#)



IN THIS ISSUE

[Q&A with Sunil John, CEO of ASDA'A Burson-Marsteller](#)
[Which Cause Should the Stevie Awards Support in 2011?](#)

[Blogs & Web Sites of Notes](#)

[IN BRIEF: Stevie Awards Blog; Stevies Sponsorship Opportunities; Volunteer to Judge the Stevie Awards for Sales & Customer Service](#)

[Upcoming Stevie Awards Calendar](#)

Q&A with Sunil John, CEO of ASDA'A Burson-Marsteller

ASDA'A Burson-Marsteller in Dubai, the United Arab Emirates, received the Stevie Award for Communications or PR Campaign of the Year—Reputation/Brand Management in The 2010 International Business Awards.

What item of news recently caught your eye and why?

It was a single-column story in the *Financial Times*, headlined: "Captain who kept his men alive." This profile piece on Luis Urzúa, who was the shift manager of the 33 people trapped in the San José mine in Chile and the last man to emerge from the bottom of the pit, was a compelling take on what makes true leaders. It was a feel-good, inspirational tale of a national hero in the making—powerful, evocative, and memorable.



What book are you currently reading?

I am reading *The Corrections* by Jonathan Franzen. After hearing so much about his new book, *Freedom*, I thought I should start by reading his last novel, which is sad, funny, and beautiful, all at once.

What was the last movie you saw, and would you recommend it?

I recently saw *The Last Station*, about the final years of Leo Tolstoy and his relationship with his wife. Both Christopher Plummer and Helen Mirren are fantastic. I highly recommend it.

What is your favorite sport or hobby?

While I'm something of a workaholic, I have recently become involved in the world of fine art, including helping to organize an exhibition in London of the work of the Italian painter Pordenone Montanari.

Who is your favorite historical figure?

Gandhi, who taught: "You must be the change you want to see in the world."

Who is your favorite living person?

Nelson Mandela, who embodies so many values I admire, including courage, wisdom, and forgiveness.

