

“There are two ways of meeting difficulties. You alter the difficulties or you alter yourself to meet them.” Phyllis Bottome

LINE LYSTER - REDLINE COMPANY

Marketing company par excellence in Marbella

PROVIDING good quality work at great value prices

HAVING learnt her marketing skills in Copenhagen, Line Lyster, founder of the Redline Company spent a number of years working in different parts of the world before settling in Spain 14 years ago because she liked the concept of the lifestyle and equally importantly like many northern Europeans, she followed the sunshine.

Line says “I had lived and worked on the Costa del Sol for several years before setting up Redline Company and along the way I made vital contacts. It also helped that I speak Spanish fluently. With the right contacts I was able to set up the company without too much trouble. Those who arrive without the language and no contacts tend to struggle but this wasn't the case for me.”

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It is essential to make the right preparations before launching any business.

She doesn't consider that she faced any specific challenges whilst setting up the company. However, the fact that Redline Company is based in Spain means that all information produced needs to be provided in both languages (English and Spanish). Redline has survived due to a strong work ethic, a tal-

ented team and by producing good quality work at great value prices.

When asked about the role of women in business in Spain, she said “Since the financial crisis, there seems to be more acceptance of women in business, as they bring different skills which prove useful in hard times. I am a firm advocate of intuitive management. However, the same rules apply, it is essential to make the right preparations before launching any business, both before the crisis and today.”

Continuing, “One valuable lesson that I have learnt throughout 11 years of trading on the Costa del Sol is that it is necessary to always charge for our services in advance. And secondly, the workplace should have good en-

ergy. Client relationships should flow in order to get the best out of our collaboration.”

When asked what words of wisdom she would give to women starting out in business today, she responded “The advice would be the same for any venture - preparation is the key to success.”

LINE LYSTER: Preparation is the key.

Based in Nueva Andalucia the services and people of Redline Company can be viewed at <http://www.redlinecompany.com>

Breaking through boundaries

THE American publisher has led her family's newspaper for more than two decades

By Eleanor Hawkins

KATHARINE MEYER GRAHAM, an American publisher who led her family's newspaper *The Washington Post* for more than two decades, became the first female Fortune 500 CEO in 1972.

Born in 1917 into a privileged New York City family, Katharine was the daughter of a financier, Eugene Meyer, who bought *The Washington Post* in 1993 at a bankruptcy auction.

After studying at Vassar College and the University of Chicago, Katharine worked for a San Francisco newspaper for a while before joining the Post in 1938 and marrying Philip Graham in 1940.

In 1946 Eugene Meyer handed the Post over to his son-in-law. In her autobiography, Katharine explained that at the



KATHARINE MEYER GRAHAM: She was named as a World Press Freedom Hero.

time she was not bothered that her father hadn't handed her the reins of the family business: “Far from troubling me that my father thought of my husband

and not me, it pleased me. In fact, it never crossed my mind that he might have viewed me as someone to take on an important job at the paper.”

Meyer remained as chairman of the Washington Post Company until he died in 1959, when Philip Graham took over and expanded the company by buy-

ing TV stations and *Newsweek* magazine.

Philip Graham died in 1963 and his widow stepped in as head of the company.

Katharine took over and in 1972 became the first ever female Fortune 500 CEO.

Being the first woman to reach such a high position with-

1972

year Katharine became the first female Fortune 500 CEO

in a publishing company she had no role models to follow and trouble making male colleagues and employees take her seriously, yet she adapted and made her presence felt.

In 2000, she was named as one of the International Press Institute's 50 World Press Freedom Heroes of the past 50 years.



Gorilla Marketing

(noun)

A Redline Company marketing strategy designed for small businesses with a limited budget to promote their products or services in original and inexpensive ways. *Word origin: 2015.*

It's a jungle out there
Contact us today www.redlinecompany.com