

# The Passy Press®

## Letters to the Editor

From: Pierre Everaert <pierre@undisclosed.com>  
To: Nick Gardiner <enpg@thepassypress.com>  
Sent: 20 October 2017  
Subject: Peter Barnet Essay, October 2017

Dear Sir,

In my opinion, Peter Barnet has delivered the most illustrative essay in The Passy Press series and I have read them all. I simply love the piece. I read it three times already and will read it again.

His research is second to none. His references to both the form and the content of real news vs. fake news make me scream out loud “the press makes news instead of reporting news”. Barnet in the spirit of TPP brings arguments that members will like to quote when the infamous subject of our Administration and our Leader invades their daily lives.

His quotes are the backbone of his conclusion and the perfect lead to his solution. Changing “NO to A” is the shortest proposed solution in The Passy Press. Considering that news and media make up a multi-billion-dollar industry the proposed solution will not break the bank of our government yet it might very well eliminate “fake news’ forever.

Sincerely,

Pierre J. Everaert

*Pierre has a 50-year executive career in five industries. A graduate engineer of the University of Louvain (Belgium), MBA and doctor of Laws (Erasmus, Rotterdam) he was the CEO of Gummiwerke Fulda (Germany), Vice-Chair of Générale Biscuit (France), President and CEO of Royal Ahold (Holland), Vice-chair of Philips Electronics NV and finally Chairman of AB-InBev SA. He is a professor of corporate governance at the University of Ghent and a guest lecturer in business schools around the world.*