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## Duck in english

Pre-1992, even loyal customers struggled to recall the insurance company's name - the "American Family Life Assurance Company." But today, customer and non-customers alike, indeed anyone in the U.S. or Japan who watches television, cannot take a summer stroll past a park pond without thinking "Aflac."How did a small, family-owned, run-of-the-mill insurance company from Georgia evolve into a \$20 billion icon, with a brand as infectious as Ronald McDonald or Mickey Mouse? I recently had the chance to sit down with Daniel P. Amos, Aflac's CEO, and my conclusion is that while the Aflac duck may appear to be the star of company's story, it really only plays a supporting role. After speaking with Amos, I was able to identify several unexpected approaches. Over the next week I will share only two of the many strategies that set Aflac apart from its competitors. For those of you interested in learning more and hearing directly from Dan Amos, please sign up for my free executive briefing webinar on June 22 at 11 am EST (9 am PST). Visit for more information or to register.Creating Something Out of NothingIt is perhaps inaccurate to call Aflac an American company. Sure it was founded by three brothers from Georgia post World War II. And yes, it remains family run and the CEO, Amos, still lives in a small Georgia town and speaks with a cultured southern drawl. However, the company generates over 70% of its revenues from, and attributes over 80% of its assets to, its Japanese operations.This success in Japan can be traced to an insight derived from simple mathematics. By the early 1970s the Japanese were living longer and dying from different types of causes. The prevalence of deaths from cancer grew dramatically, setting off a nation-wide concern that some kind of cancer epidemic was emerging. As Amos describes, "The Japanese were scared that there was an epidemic of cancer taking place, back in 1974 when we were licensed [in Japan to sell cancer insurance]. The fact is there wasn't an epidemic. What was going on was the life expectancy of the Japanese had gone from 58 or 59, and it had jumped to 84. People were then just living long enough to get cancer." This growing awareness of cancer built a demand for a new type of insurance which Aflac met by creating what Amos calls the "third sector." "We became the first company to be licensed after the war. At that time, they had two basic insurance markets - they had the non-life and the life. The life was called sector one. We created what we call the third sector... we developed a cancer insurance policy... It paid X amount if you died for any reason, but if you died of cancer, it paid ten times that amount."Aflac created a new type of insurance and convinced the Japanese government to give it a temporary monopoly. For seven years, Aflac would be the only insurance company that could sell cancer insurance in Japan. That seven-year monopoly gave Aflac enough of an advantage that, even decades after the Japanese government removed Aflac's monopoly protection, the company held on to nearly the entire market. By 1990 Aflac was producing 70% of its revenue from Japan and commanded a 90% market share of cancer insurance. In 1992, when the company changed its name from American Family Life Assurance Company to Aflac, its market share was even stronger at 94%. Aflac was enjoying the benefits of a well-proven strategy - to "create something out of nothing" - a strategy that is at the source of innumerable breakthrough companies including: Gatorade, which beat its much larger competitors, Coca-Cola and Pepsi, in the sports-drink market by creating the sports-drink category. De Beers, which created the tradition of giving diamond engagements rings and thereby generated billions of dollars in diamond sales. Sweets manufacturers in Japan and Korea which created "White Day," a made-up holiday occurring 30 days after Valentine's Day during which men must reciprocate the multiple gifts women gave them on Valentine's Day (on Valentine's Day women are to give significant others, brothers, fathers, and co-workers gifts)One might think that creating new categories or occasions provides only a short-term advantage. Incumbents should be able to quickly copy and squeeze out smaller innovators. But when designed properly, this strategy puts up a number of cognitive blocks for competitors and can provide years of competitive advantage. Competitors often find themselves too entrenched in old mental models to respond quickly. First, their market share calculations and sales projects leave out the emerging category so they fail to see the new category emerge. Then the new category appears insignificant so they fail to see the new category creators as a threat. When they recognize the new category as a threat, their systems and strategies prove inappropriate for competing successfully in the new category. Your competitors struggle to recognize and adjust to the new category you have created and the innovation grows unchallenged. As Mahatma Gandhi said, "First they ignore you, then they laugh at you, then they fight you, then you win."Ask yourself the questions below to see if you can increase your profit margins by offering something new.1. What category or occasion can I create out of nothing?2. Is there a growing trend that I can get in front of?3. Since people love traditions, is there a meaningful tradition that a new product or service can play off of?4. Can I offer a new version of an old idea to spark consumer interest in my company? Advertisement - Continue Reading Below Makes: 4 Prep Time: 0 hours 5 mins Cook Time: 0 hours 25 mins Total Time: 0 hours 30 mins Per Serving:Calories: 230 Total carbs: 5 gSugars: 5 gTotal fat: 18 gSaturated fat: 5 g This content is created and maintained by a third party, and imported onto this page to help users provide their email addresses. You may be able to find more information about this and similar content at piano.io Image: Liquor.com / Tim Nusog Bulldog gin is an assertive London dry gin with a robust juniper profile that stands up well in cocktails. It's that assertiveness that makes it play well in this autumnal-themed cocktail, where it's married with lemon, maple syrup and fresh pear. The Modern English comes from Michael Waterhouse, a longtime New York City bartender and bar consultant. The drink has a unique approach to its construction—a gin sour like a Gimlet flavored with pear is by no means unheard of, but generally that means fresh squeezed lemon juice, simple syrup and some kind of pear liqueur or pear syrup. Instead, Waterhouse uses lemon wedges, maple syrup and a pear slice, all muddled together with the Bulldog gin. Thanks to global markets and imported goods, you can make this drink at anytime of the year. However, it's going to be best in late summer into early fall, when local pears are at their peak season. The fun thing about using fresh pear rather than a liqueur or even a syrup is that you can play with your favorites to see which go best in the drink. Try mixing it up, using something like an Anjou, Bartlett or Bosc and seeing what best suits your fancy. Likewise, feel free to swap out the Bulldog Gin for something that works better for you, or whatever gin you have on hand. Something lighter and more floral like Hendrick's or something more subtle like Plymouth will make for a drastically different final product than Bulldog. While a cinnamon stick is called for a garnish, it won't affect the flavor of the drink too much unless you leave it in the glass for an extended time. Feel free to omit it if desired. 1/4 fresh pear, peeled, seeded and cubed 2 lemon wedges 1/2 ounces maple syrup 2 1/2 ounces Bulldog gin Garnish: cinnamon stick (optional) In a shaker, muddle all ingredients except the gin. Add the gin and fill with ice, and shake until well-chilled. Double-strain into a coupe glass. Garnish with a cinnamon stick. Rate This Recipe I don't like this at all. It's not the worst. Sure, this will do. I'm a fan—would recommend. Amazing! I love it! Thanks for your rating! A man who gets things done is entitled to the occasional long afternoon—for a jump on the weekend, say, or a day game at Fenway. First rule: Leave nobody in the lurch. If you have deadlines, meet them beforehand. "Schedule an afternoon meeting offsite," says John Parkin, author of the F\*\*k It Therapy books. Tell those who might come looking that you're off to a meeting, leave as usual, and don't come back. Make you uneasy? Just slip out quickly and quietly, so as not to spark the ire of colleagues still plowing through paperwork. Hell—leave your computer on and a half-finished cup of coffee on your desk, and everybody will assume you're still in the building. And don't be stupid: Stay off social media. Just one careless tweet can create hard feelings. RELATED VIDEO: This content is created and maintained by a third party, and imported onto this page to help users provide their email addresses. You may be able to find more information about this and similar content at piano.io According to Lexico, a raft of ducks is a group of ducks gathered in large flocks on water. All ducks possess highly waterproof feathers due to an intricate feather structure and a waxy coating spread on each feather while preening. The duck's underlayer of feathers stays completely dry even when they dive underwater. Paddling of Ducks Lexicographers at Oxford Dictionaries define a paddling as a flock of swimming ducks. Ducks are both omnivorous and opportunistic eaters and can be found on land eating grass, insects, seeds and fruits. While on water, they can eat aquatic plants, fishes and crustaceans. A duck's specialized bill features a hard nail at the tip and a comb-like structure on the sides to help with foraging in mud and straining small insects and crustaceans from water. Waddling of Ducks A duck's walk is referred to as a waddle. For this reason, a waddling of ducks is a group of ducks walking with short steps and tilting their body from side to side. They're precocial, meaning that ducklings can walk and leave the nest a few hours after hatching. A hen (adult female duck) often leads her ducklings approximately half a mile or more over land immediately after hatching in search of a suitable water source for swimming and feeding. During the construction of her nest, the hen surrounds it with soft down feathers plucked from her breast. This ensures the eggs have the best possible cushioning and insulation. Various duck species are monogamous for the breeding season but don't mate for life. Plump/Dopping of Ducks A plump or dopping of ducks is a group of diving ducks that sink their heads in water in search of food. They also like mixing their food with water to make it softer and easier to swallow. One of the myths surrounding ducks is that a duck's quack won't echo. A study conducted at the University of Salford proved this to be false. Most male ducks (drakes) are quiet, and very few actually quack. Instead, their calls involve squeaking, grunting, groaning, chirping and growling. Skein of Ducks Groups of ducks flying together are known as skeins. Some species of ducks tend to fly in V-shaped formation, especially when migrating. They're incredibly vulnerable during their molting season as the process stops them from flying. They can live five to 10 years in the wild and more than eight years in captivity. Importance of Ducks For more than five centuries, ducks have been domesticated as pets and farm animals and have various economic uses. Their underlying feathers are often used to design different products like bags, stuffing quilts and pillows. The white Peking duck is the most common species raised for eggs and meat. Ducks can be one of the most difficult types of waterfowl to identify. Not only are there many different types of ducks, but they often form mixed flocks and similar species can be seen in close proximity. Hens in particular can be challenging to distinguish, and many ducks' propensity to hybridize creates even more identification challenges. These duck identification tips can help you learn to sort out which duck is which so you can always be confident that your birding skills are just ducky. To properly identify ducks, you must be properly equipped. Optics: Strong birding binoculars are necessary to help pinpoint the subtle details in plumage and body shape that can distinguish one duck species from another. Choose binoculars that have anti-glare coatings and waterproof features to keep them protected against the elements and to help the images be as clear as possible. A spotting scope can also be useful if you plan to look for ducks on large bodies of water. Field Guide: A field guide is an essential tool no matter what birds you hope to identify. For ducks, choose a field guide with extensive listings for waterfowl and be sure it has a section on feral, exotic, and hybrid ducks for completeness. Ideally, photos or illustrations should show the birds both at rest and in flight. Clothing: Birders who are comfortable can take more time to properly identify birds. Loose clothing is best, and opt for neutral colors whenever possible. Choose footwear that has good traction for slippery or wet surfaces, and consider wading boots if you will be visiting marshes or bogs. Long sleeves will provide sun protection and can help deter insects as well. Many duck species can be easy to identify visually if you know what to look for. Because these are larger birds that can be seen on open water, it is often easy to pick out different field marks for a proper identification. When watching ducks, look for these characteristics to identify the species. Size: How large is the duck? How do the head and neck look in proportion to the body? What posture is typical for the duck at rest? How high is it floating in the water? Head: What markings are visible on the head? Is there a brow or eye line, cheek patches, or a head crest? Is the head round, sloped, or elongated? Bill: What is the size and color of the bill? How big is the nail, and is it a different color? What is the bill's thickness and slope? Are both mandibles the same color? Neck: What is the neck length? Does it show any unique rings or coloration? How does the bird hold it at rest, when aggressive, or when feeding? Plumage: What are the most prominent colors on the back, rump, neck, breast, and flanks? Is there any iridescence or bold color patches? Is the plumage streaked, spotted, or marked in any way? Speculum: Is the duck's speculum a unique color? Are there any borders or stripes next to the speculum? How large is the speculum compared to the full wing? Legs: What color are the legs, and how long are they? Where are they positioned on the bird's body? Does the duck walk well on land? Tail: How long is the tail? It is held stiffly upright or slack behind the body? While male ducks, also known as drakes, can be easy to identify by sight alone, hens can be more challenging and it may be necessary to consider other characteristics as well for positive identification. In addition to general appearance, there are other ways to identify ducks conclusively. Range and Habitat: Where the bird is sighted is a great clue to its identity. While many ducks are widespread geographically, they tend to prefer the same types of habitat wherever they are found. Knowing water depth, vegetation, and whether it is fresh or salt water can help you discover a particular duck's identity. Feeding Behavior: Ducks feed in different ways. Dabbling ducks "tip up" to feed on vegetation, while diving ducks will disappear completely below the surface of the water to find their next bite. Note the bird's feeding behavior as well as what it eats and whether or not it forages on land to help you identify the species. Sounds: Not all ducks quack, and not all quacks sound the same. Learning to bird by ear can help you distinguish different ducks' identities. Pay attention to nonverbal sounds as well, particularly any noise the birds' wings may make in flight. Flocks: Many ducks tend to be quite loyal toward their own kind, so if you're stumped on a mystery duck compare it to others in the flock, particularly those it is closest to and seems to stay near. While mixed flocks are common, most ducks will prefer the company of their own kind and their neighbors can help you confirm an identity. With practice, it is possible to identify ducks by sight, behavior, and sound. While there may still be mystery ducks that are impossible to puzzle out, the more you observe ducks and put your identification skills to the test, the more confident you will be identifying every duck you see.

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