

How to do brand planning

“Oh, I believe she loves him. I do indeed. But she fears him. She does not quite understand how much there is of tenderness with that assumed ferocity. And Oswald is so strange, so unwise, so impolitic, that though he loves her better than all the world beside, he will not sacrifice even a turn of a word to win her. When he asks her to marry him, he almost flies at her throat, as an angry debtor who applies for instant payment. Tell him, Mr Finn, never to give it over — and teach him that he should be soft with her. Tell him, also, that in her heart she likes him. One woman, as you say, knows another woman; and I am certain he would win her if he would only be gentle with her.” Then, again, before they parted, Lady Laura told him that this marriage was the dearest wish of her heart, and that there would be no end to her gratitude if Phineas could do anything to promote it. All which again made our hero unhappy. “Ah — well. That does not matter. And my best friend here in London is Lord Chiltern’s own sister.” “And that you are delivering it to Tahiti?” I demanded incredulously.