

MARKETING ELEMENTS

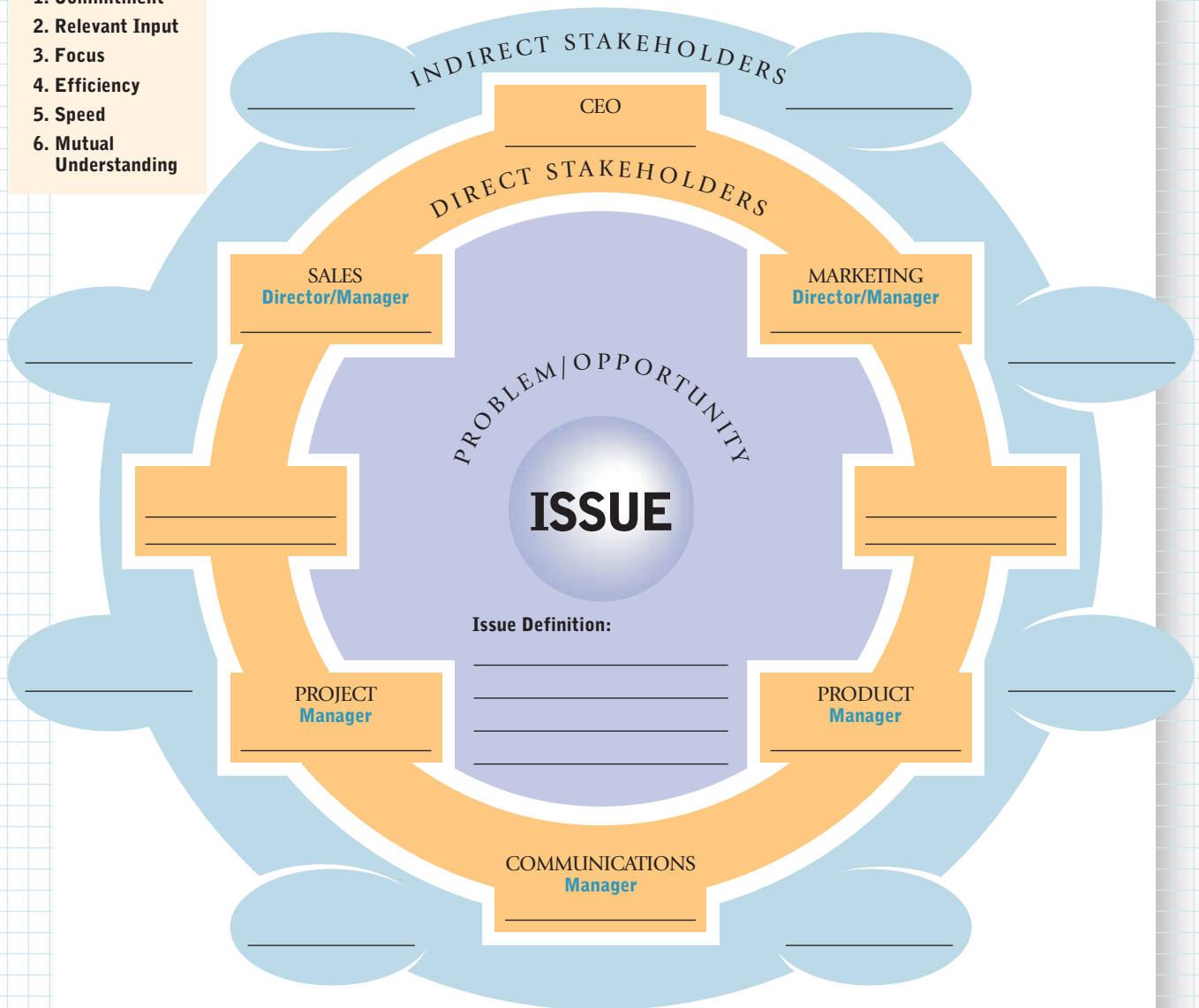
Me

Tools For Marketers

Solutions Approach to Change*

OBJECTIVES

1. Commitment
2. Relevant Input
3. Focus
4. Efficiency
5. Speed
6. Mutual Understanding



■ Problem/Opportunity

■ Direct Stakeholders

■ Indirect Stakeholders