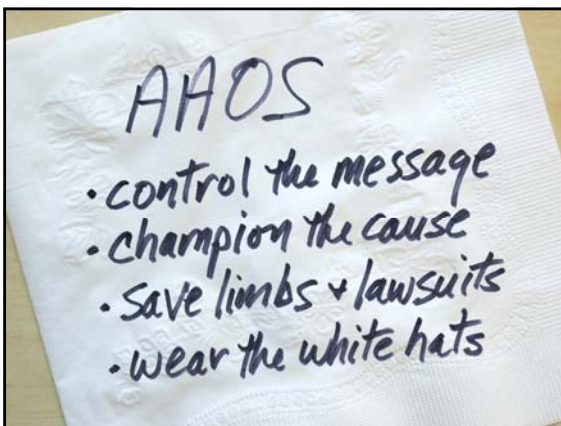


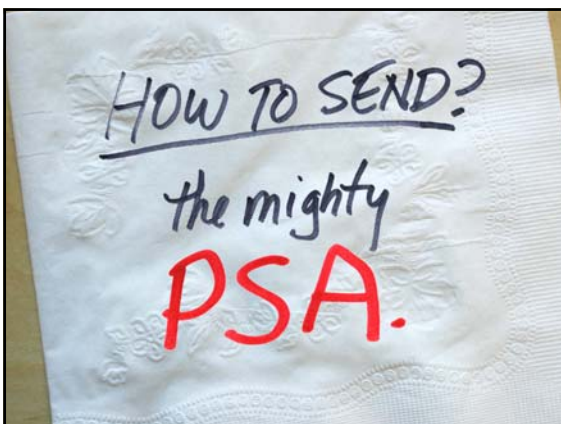
TO MARKET
is to
PERSUADE.

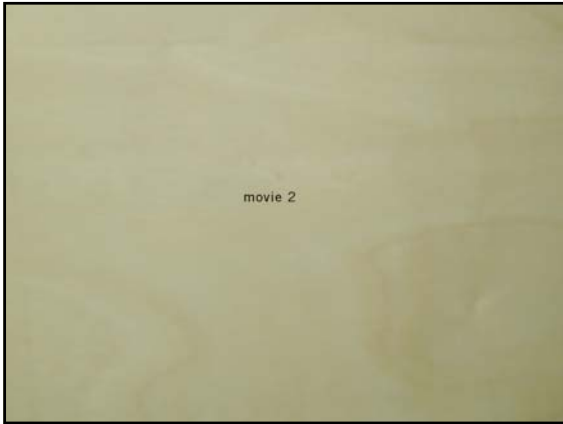
WHAT ALWAYS WORKS?
HARD MARKETING DATA
IS ELUSIVE.
• common sense
• human insight

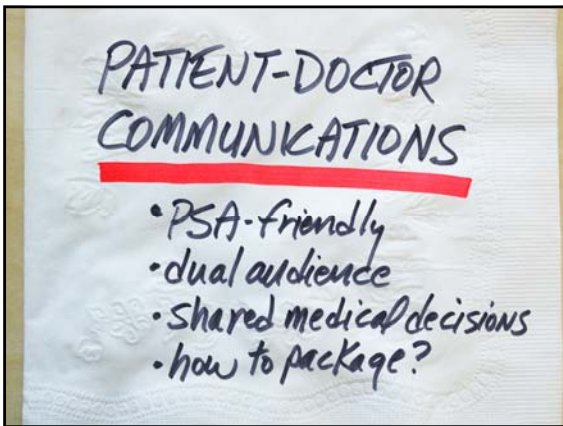
CURRENT HIGH-PROFILE
ISSUES IN MEDICAL SAFETY:
• wrong site surgery
• patient-doctor
communications

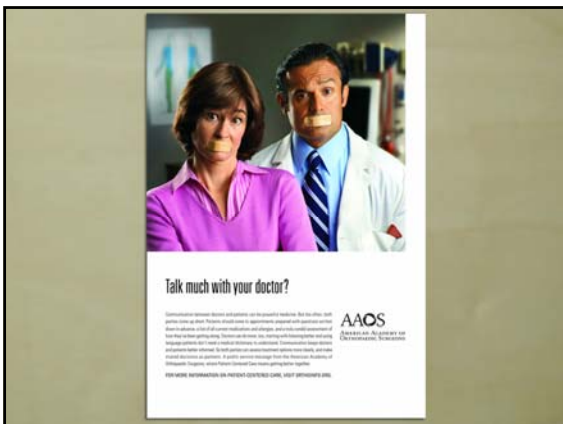




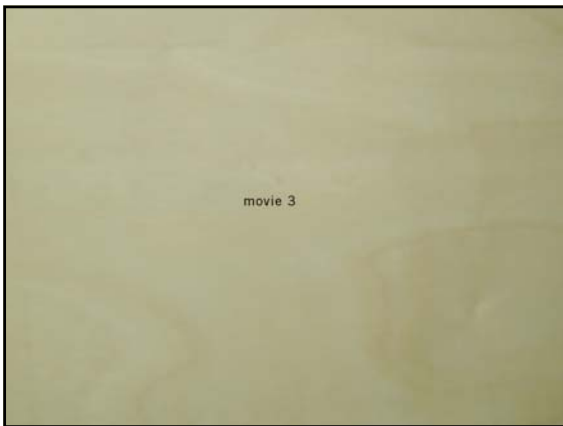




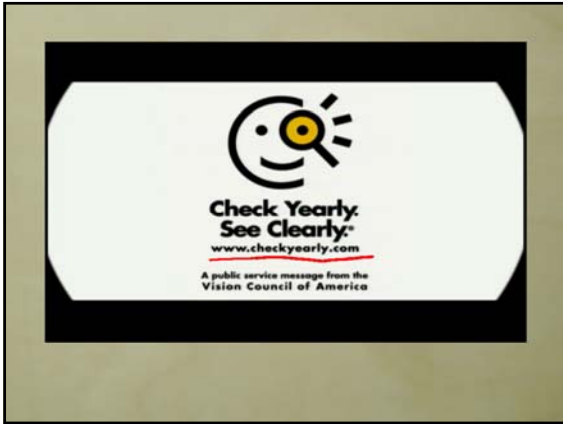


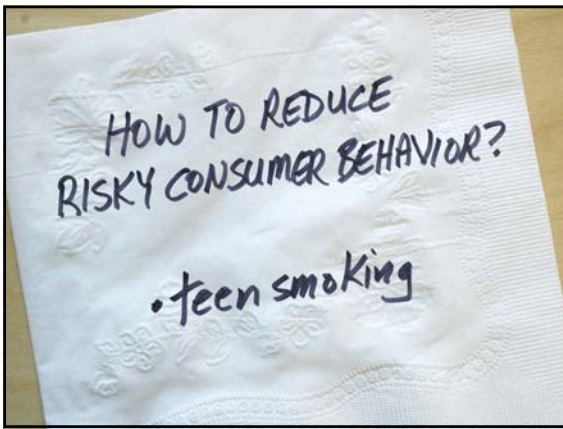


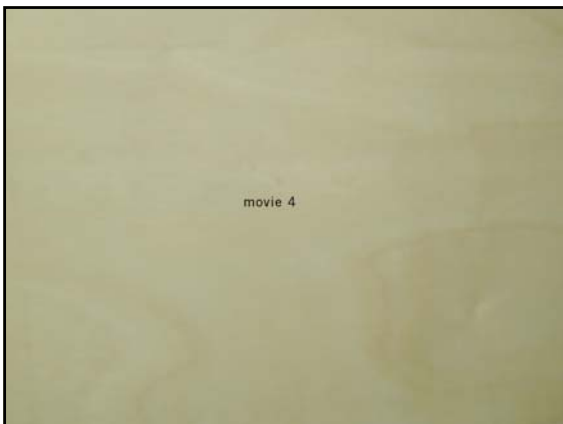












KIDS WON'T HATE
TOBACCO. BUT THEY
ALREADY HATE
MIDDLE-AGE EXEC'S.
"YOU'RE A CHUMP."

HOW TO REDUCE
RISKY CONSUMER BEHAVIOR?
• U/V exposure

movie 5

