

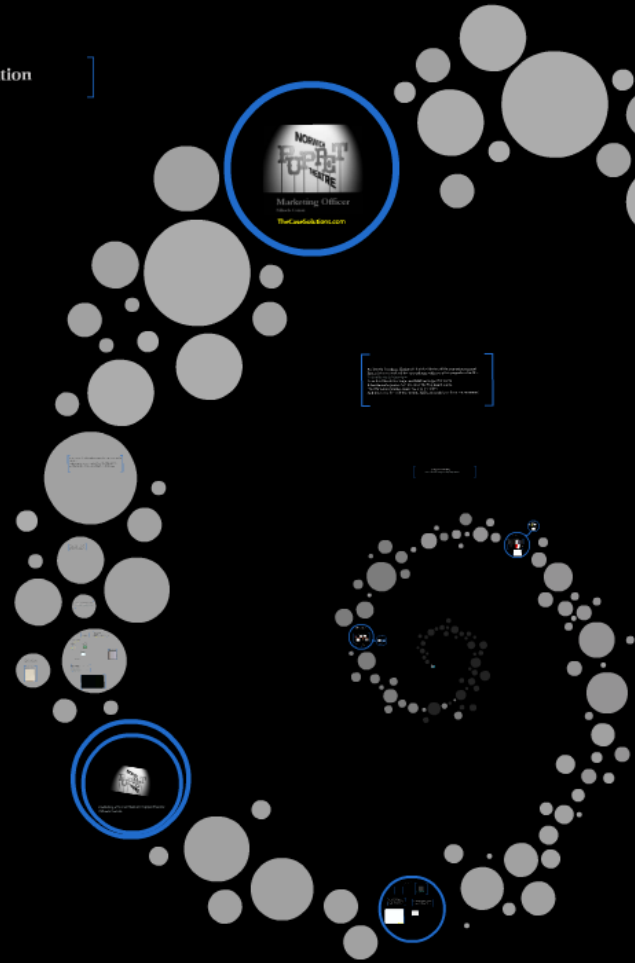
Why Customer Participation Matters

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World
FORGET
THE
Marketing Officer
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- 1. Production & Key Components
- 2. Production & Key Components
- 3. Production & Key Components
- 4. Production & Key Components
- 5. Production & Key Components
- 6. Production & Key Components
- 7. Production & Key Components
- 8. Production & Key Components
- 9. Production & Key Components
- 10. Production & Key Components

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Why Customer Participation Matters

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Norman Popper
Marketing Officer
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1. **Product & New Connections**
 - Develop the new product
 - 100% production
 - A process for the parts is all about before the case is going to be made and for the good of the best of the operators
 - Make sure the design is good
 - Use an 80/20 rule. Use of 80% of the parts
 - Expanding 100% through Product 10/10
2. **Professional Development and Training**
 - 10% for the sales and the other 90%
 - Personal sales 100% through Product 10/10
 - Use 100% of the parts in the case
 - 100% of the parts in the case
3. **Training**
 - Training 100% through 100% of the parts in the case
 - 100% of the parts in the case
 - 100% of the parts in the case



Norman Popper
Marketing Officer
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Marketing Officer

Mihaela Coman

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2007

General Manager

Humanities Multimedia

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Humanitas Publishing Group:

- Humanitas - essays, history, philosophy
- Humanitas Fiction - contemporary fiction
- Humanitas Multimedia - audiobooks
- Humanitas Bookstores - 17 all over the country

Humanitas is one of the most prestigious Romanian brands

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I wish I could tell you that I made miracles happen during the last seven years, that I increased the turnover sevenfold, or that I doubled the profit... The truth is the fact that Humanitas Multimedia survived is a miracle. **TheCaseSolutions.com**

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The first thing I did was to actually publish audiobooks. HM portfolio had some titles, but most of them doubled the titles of Humanitas books, same title, same cover. Those audiobooks did not sell well. Between 2007 and 2009 I doubled the number of audiobooks, I recorded new books, which had not been published by any of the H publishing houses. We maintained the rapid pace, publishing on average one audiobook per week.



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