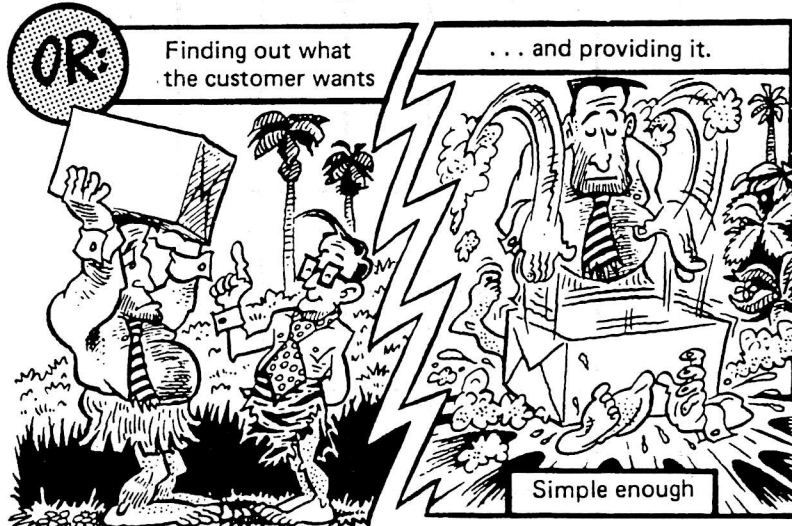
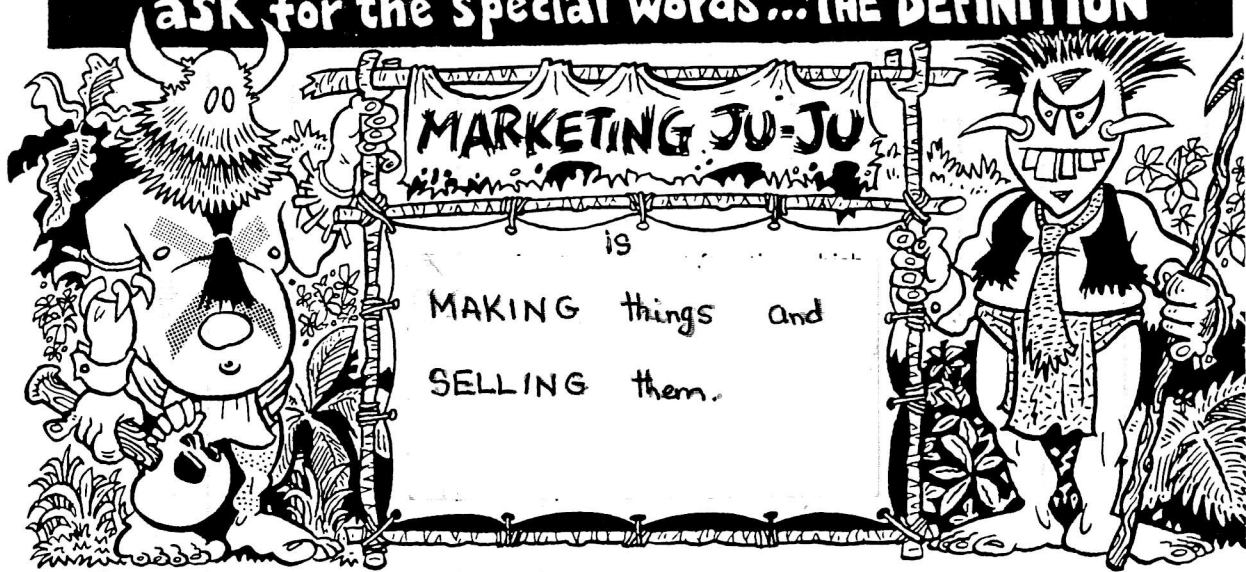
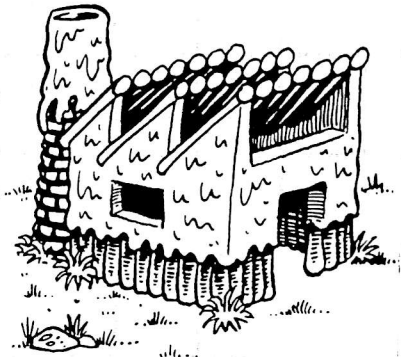


Let us go to the SHRINE of marketing and ask for the special words...THE DEFINITION



Here we are - that is, here's our business...



... and here's our customer.



All we've got to do is find out what he or she wants

