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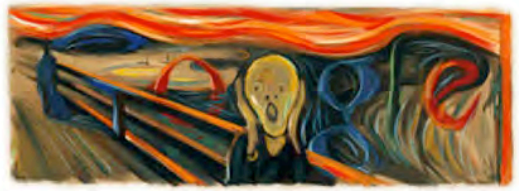

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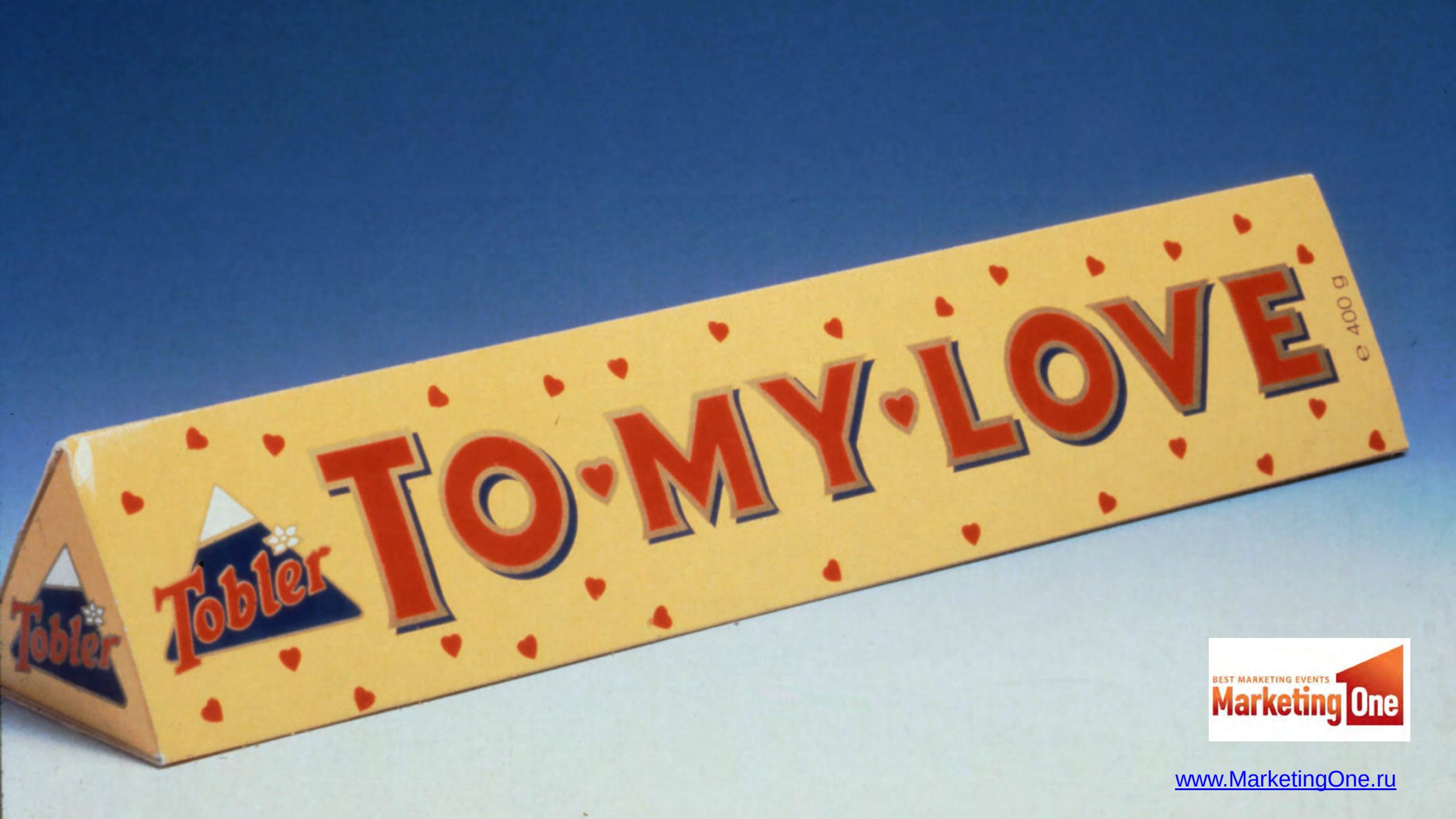

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« To improve is to change... to be perfect is to change often »

Winston Churchill

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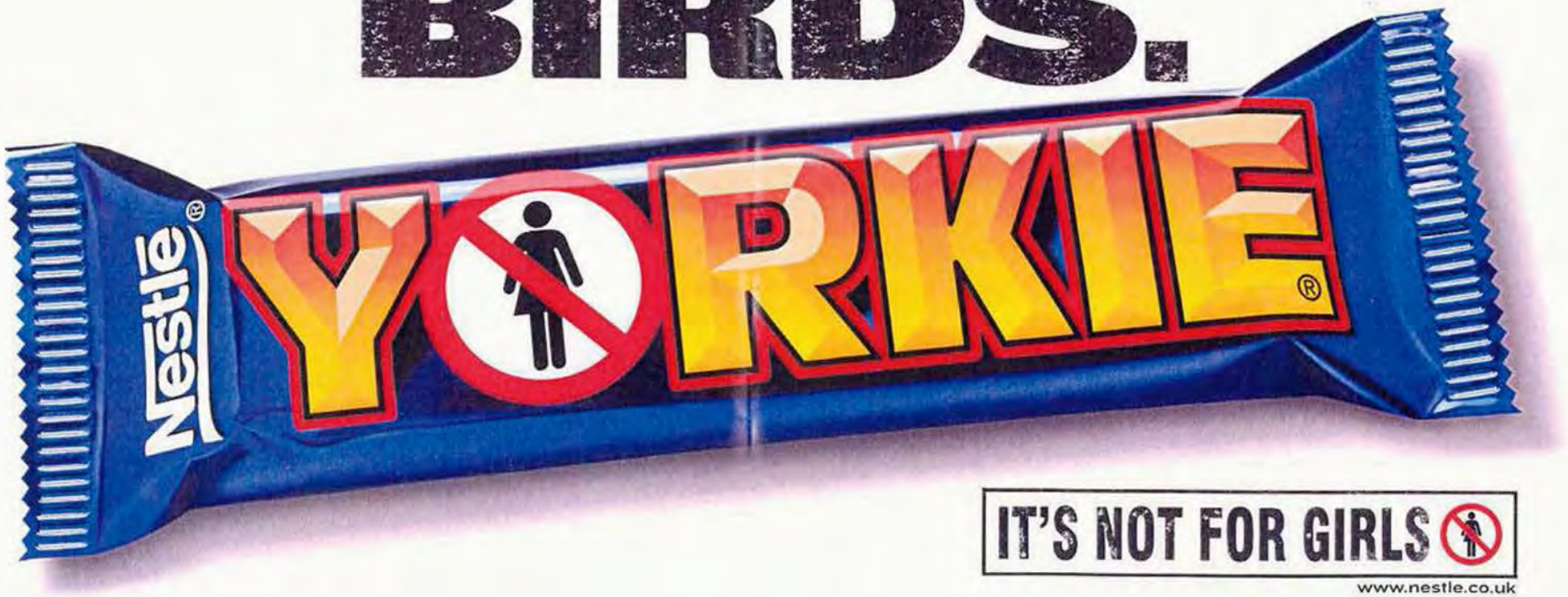
DO NOT FEED THE BIRDS.



YOU GOT THE VOTE
BE HAPPY WITH THAT.

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IT'S NOT FOR GIRLS
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SURPRISE!

OR YOU WILL NOT BE SEEN!

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Use all communication tools!

- Graphics, layout
- Material
- Shape / form
- Illustration (photo / drawing / window)
- Sensitive inks
- Copy / words / text
- Touch
- Symbolism

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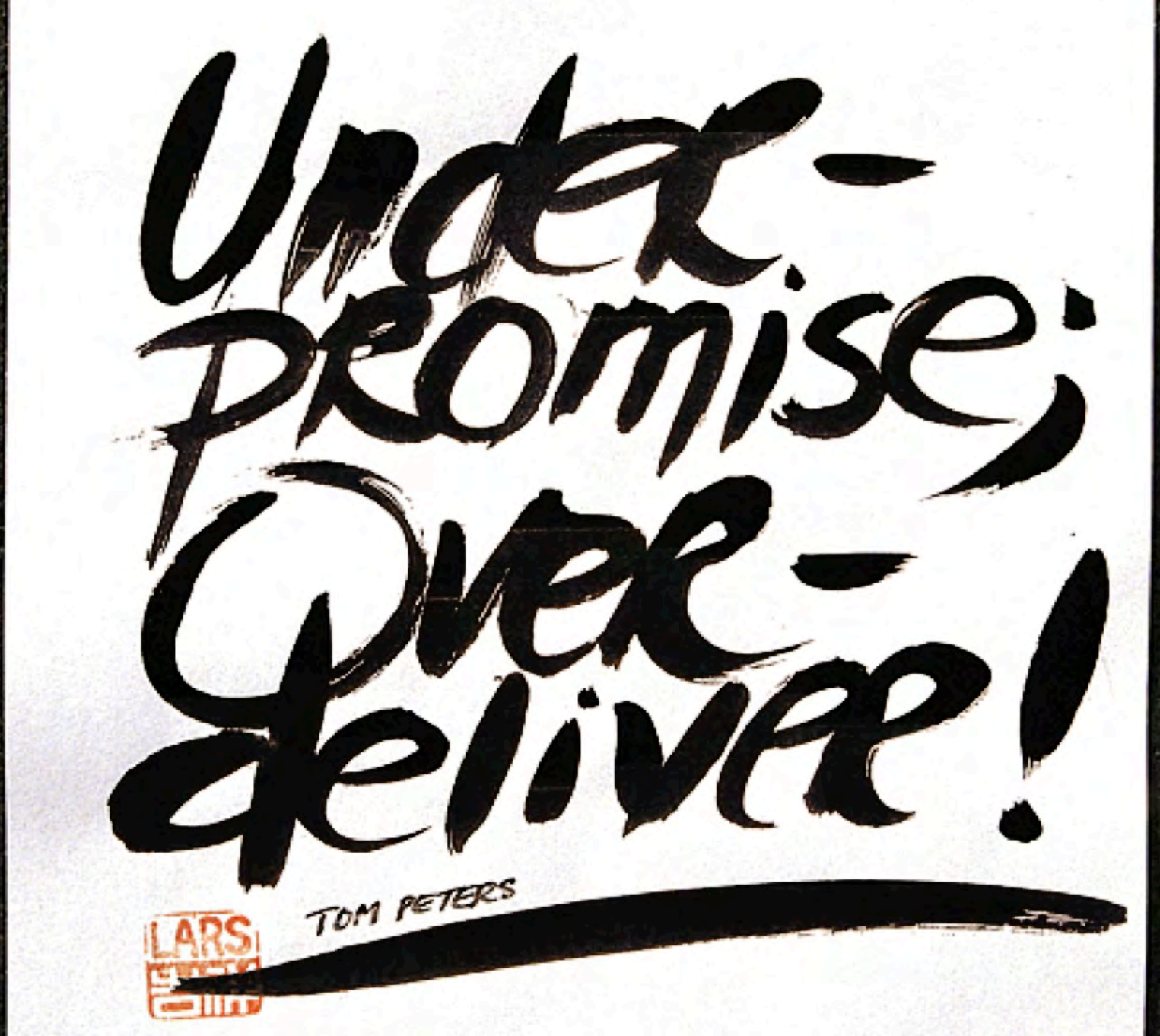

If you offer more than what the consumer expects ....
She will always come back!

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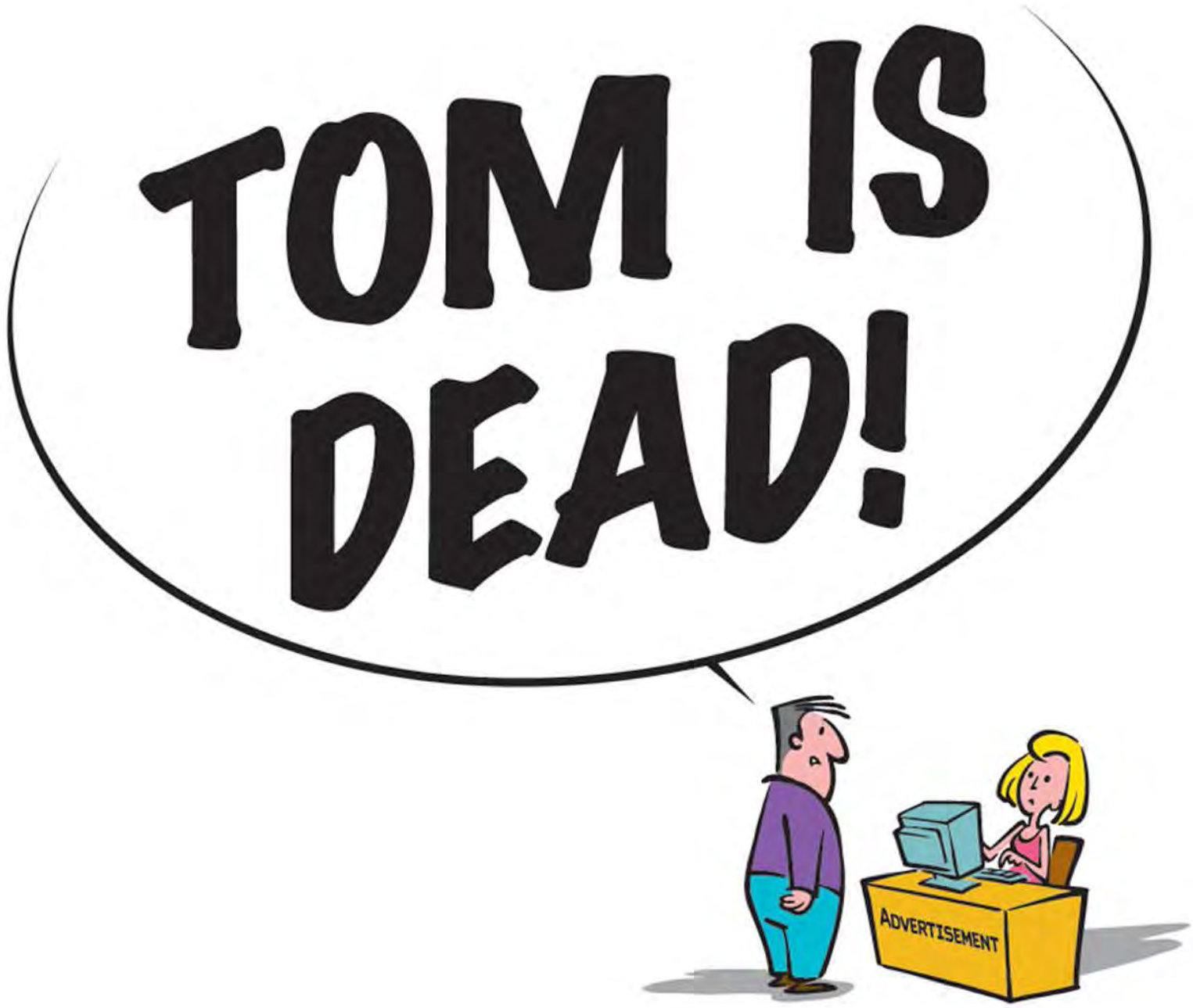

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The cat is sitting on the carpet!

The cat is sitting on the dog's carpet

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I am without a job
and has no housing
and I have 6
children... no social
security... I have nothing!
Please give me some money
So I can eat.

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