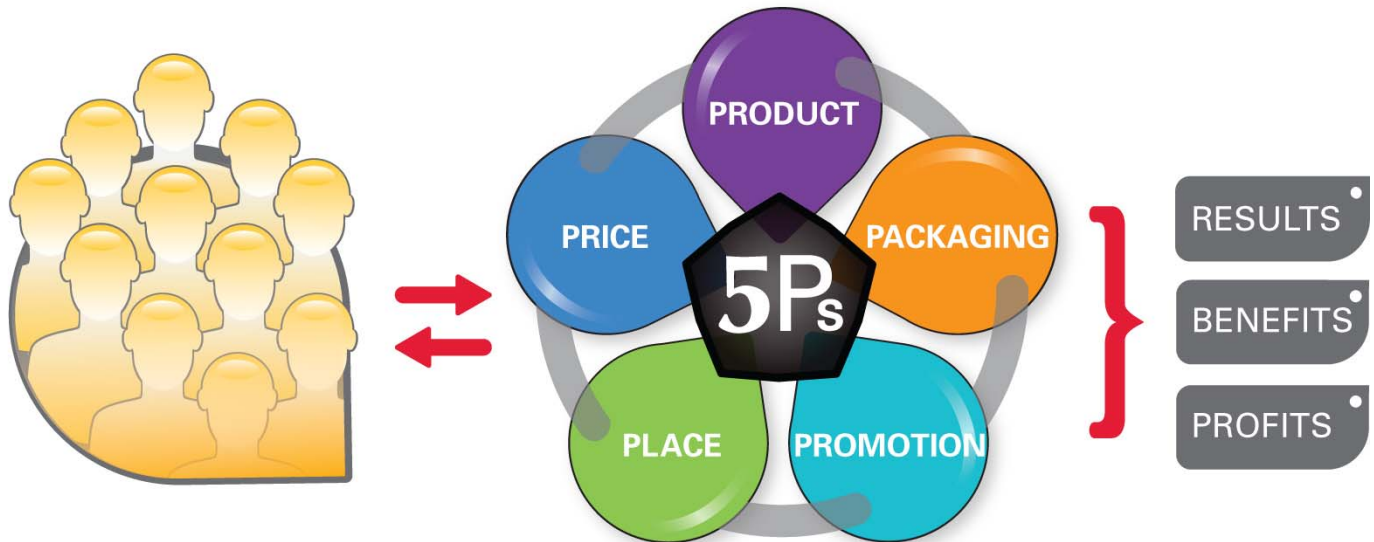




## People Are The Focus – Not A Tool

Marketing From Concept to Profit



**People** are the reason for and focus of marketing, not a tool. Marketing begins with identifying and understanding the people who have a need or desire to purchase a product or service.

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