



10 Minute Madness

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**How do we get information about new products,
new companies, new processes?**



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- ◆ **Co-workers**
- ◆ **Sales representatives**
- ◆ **Blogs**
- ◆ **Search engines**
- ◆ **Trade shows**
- ◆ **Trade magazines**
- ◆ **Company web sites**



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- ◆ **Product demonstrations**
- ◆ **Freeware**
- ◆ **Trade associations**
- ◆ **Webinars**
- ◆ **Other?**



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◆ **American Marketing Association Says:**

All of the above!



Thank you!

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