

READY TO KILL YOUR SACRED COWS? CAN WE SUGGEST THE HIT LIST?



THE CUSTOMER IS ALWAYS RIGHT.



ONLY HIRE SOMEONE WHO HAS DONE THE JOB BEFORE.



PRINT IS DEAD.



THE PRODUCT SHOULD SELL ITSELF.



BRANDING IS EXPENSIVE.



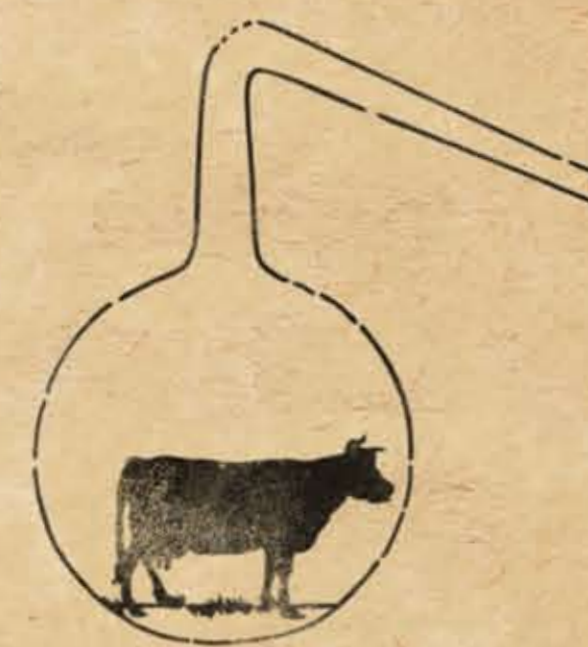
BUSINESS SHOULD BE SERIOUS.



SUCCESS BREEDS SUCCESS.



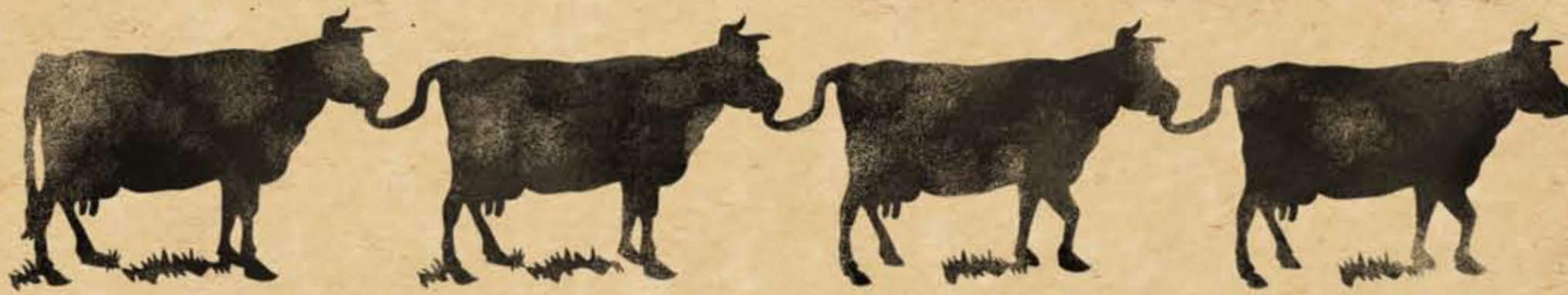
FOCUS ON THE NUMBERS.



RESEARCH WILL GIVE US THE ANSWER.



DON'T BE NEGATIVE.



FOLLOW THE LEADER.



THE SALES FORCE MAKES THE SALE.



DON'T COMPARE YOURSELF TO THE COMPETITION.



MARKETING SHOULD BE JUDGED BY SALES.



YOU CAN BE ALL THINGS TO ALL PEOPLE.



ADVERTISING SHOULD ALWAYS BE DIRECT.



TEAMS CREATE THE BEST SOLUTIONS.



FOCUS ON SOLVING THE PROBLEM.



DON'T OFFEND ANYONE.



IF TIMES ARE TOUGH, CUT YOUR AD BUDGET.

*If any of these sacred cows are roaming around your office, don't worry. The Gate Worldwide will help you kill them.
Just call Brian Fraser at 212-508-3450 for all the gory details.*