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*“You offer comfort and backup for investment decisions in areas where we lack market or technical expertise.”*

Professional Investor

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*“The Strategic Principle: Marketing must invent complete products and drive them to commanding positions in defensible market segments.*

*A ‘complete product’ is far more than a prototype. The cost of developing a complete product can easily be two or three times the cost of the prototype. Marketing costs are on top of this.”*

Marketing High Technology - An Insider's View, William H. Davidow, 1986

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