

LOGO

Empathy

We truly understand their needs better than any other company

Focus

In order to do a good job of those things we decide to do we must eliminate all of the unimportant opportunities

Impute

People DO judge a book by its cover. We may have the best product, the highest quality, the most useful software etc.; if we present them in a slipshod manner, they will be perceived as slipshod; if we present them in a creative, professional manner, we will impute the desired quality.

- Author