

Eine gute Kampagne muss nicht  
Ihren ganzen Werbeetat verschlingen.





*Das habe ich zu bieten.*

Werbung

Promotion · Direkt-Mailing · Werbeartikel ·

Kundenmagazine · Newsletter ·

Anzeigen · Plakate · Flyer · Broschüren ·

Zeitschriften · Geschäftsberichte

Design

Corporate Design · Geschäftsausstattung ·

Logo Design · Broschüren · Cover Design

Multimedia & Online

Internetseiten · Werbebanner ·

Unternehmenspräsentationen · Newsletter

Klar, prägnant, einzigartig.  
Die Identifikationsmerkmale  
Ihres Unternehmens.





Logo



Klein Tierpraxis Natascha Nowak



NATURHEILPRAXIS  
Doris Richtsteig Heilpraktikerin





Logo



THE SHOPS AT  
SUNSET  
PLACE

Miami  
Florida  
USA

**EQ**  
**PHOTONICS**  
Laser + Optoelektronik

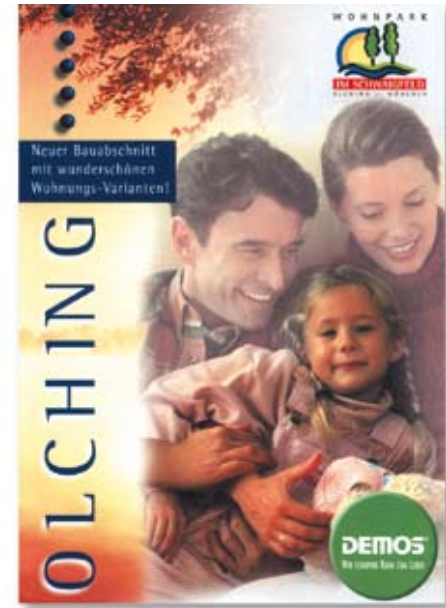
le petit  
DAYSPA  
c o s m e t i c

Von Zeit zu Zeit macht es sich bezahlt,  
jemandem etwas Gedrucktes zu  
überreichen.





Prospekte



# Magazinstaltung

Research & Results

# Echte Neuheiten

Zahl erkennt innovationsprozess

Die Entwicklung erfolgreicher Produkte geht zu den Profis Produkterfahrungen von Unternehmen, die über die richtigen Innovationen verfügt. Zur Veranschaulichung sind Karatistenparolen gepasst, sagt **Thomas Löhner**.

**Die Entwicklung neuer Produkte ist ein Prozess, bei dem viele kleine Schritte zu einem großen Erfolg führen. Wie das gelingt, zeigt das Diagramm. Die Y-Achse zeigt die Anzahl der Schritte, die X-Achse die Zeit. Die Schritte sind: 1. Ideenfindung, 2. Ideenbewertung, 3. Konzeptentwicklung, 4. Prototypenentwicklung, 5. Markteinführung.**

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Research & Results | 1 | 2012

Research & Results

# Vierkampf

Multi-Device-Studie untersucht Geräte-Nutzung

**Die Nutzung von Tablets ist ein Wachstumsfeld, das sich in den nächsten Jahren weiter ausbreiten wird. Die Studie zeigt, dass die Nutzung von Tablets in den nächsten Jahren um das Vierfache ansteigen wird.**

Multi-Device-Studie untersucht Geräte-Nutzung. Die Studie zeigt, dass die Nutzung von Tablets in den nächsten Jahren um das Vierfache ansteigen wird. Die Studie zeigt, dass die Nutzung von Tablets in den nächsten Jahren um das Vierfache ansteigen wird.

Research & Results | 1 | 2012

Research & Results

# Efficiently Working Operations Teams

# Ultimate Understanding

Global data collection enriched with local features: That is just one challenge of market researchers today. **David Karaszon**, **Bence Tóth**, **Csaba Csörke** and **Zsolt Apponyi** know what makes operations teams successful.

**Not only about Recognition**

At Deloitte, we have a tradition. Every Friday after work, the whole company gathers to recognize colleagues who have achieved, and we reward the best with some luxury. Hungarian chocolate. This is our Friday 'Chocolate' event. Recognition motivates people, so it is worth building a company culture around it. Outstanding performance should never go unnoticed! However it is a serious

**Quality is not what we do, or what our partner asks us to do - we technical people have to recognise the value we generate for our partner.**

**Value for the Client**

The instead of contrasting these two situations, let's take a different approach. A company like Deloitte, providing market research technical support, can only measure performance in terms of the results achieved by the client. Quality is not what we do, what our partner asks us to do - we technical people have to recognise the value we generate for our partner. To illustrate this, here are a few case studies which also include mention of some trends experienced in our profession in the last 2010.

**Example from China**

This is one of my favorite customer success stories. In a conference call with an Asian client, we covered everything that constituted important and what we could provide them with. Then they asked this question: Can we give support for online data collection for a specific target group in China? In China, the internet operates through different principles especially during party congresses, meaning that the questionnaires have to be programmed differently. Single questionnaires should not be used as they don't work at that country. All other template references should be constructed from files which can pass through the Great Firewall of China. In parallel, all usage data (CN and foreign) references should be made as much as possible and access should be efficiently managed, as the internet speed may be slow for some questionnaire respondents. Our aim is to run the system as smoothly as possible, covering the best user-experience. We made all the necessary changes to the Native software used by the client, which remaining technically able to technically consider the best environment we should have available in China.

**Where Success Hides**

What this example illustrates is that success for a company delivering technical solutions is not just about executing what the customer wants, nor is it just providing country and the highest standard of work. Success for us lies in the customer achieving his goal. What would be the point of offering the best technical support if our partner cannot perform a contract?

**Beneficial Dashboards**

Data visualization is necessary as it helps in making good business decisions. When a dashboard is created, the most important question is whether the users will benefit from it. The dashboard just shows or does it actually help users to achieve their final goal and improve their business? Here, we use a dashboard designer and dashboard builders - more forward with that. With certain dashboard software you can track which dashboard pages were visited and when. Such is the case with Tableau's so-called User Statistics - Dashboard usage history. A dashboard is similar to a new year point, in that you need to have a clear eye for it to optimize how it

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Research & Results

# StudioGuide

Das Magazin der Marktforschung

73 Teststudios präsentieren sich

Teststudios in Deutschland & International 2020

73 Teststudios präsentieren sich

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Broschuere

Munich • New York • Montreal • Shanghai • Hong Kong

**QUALITY**

**SOLUTIONS**

**ED ELECTRONIC DIRECT**

**WELCOME**

**ELECTRONIC DIRECT** has established itself internationally as a strategic partner of purchasing in the manufacturing industry.

Our presence in the European, American and Asian markets opens the door to the most important procurement channels in the electronics industry.

A worldwide network and the knowledge of national and regional situations form the foundation for answering time-critical inquiries and are crucial for developing long-term and solid strategies and supplier relationships.

On the next pages you will learn more about **ELECTRONIC DIRECT** and our services, which we are continuously improving to satisfy our customers' requirements.

Barbara Schmitt  
Marketing Director

**PROCUREMENT AT ITS BEST**

**ELECTRONIC DIRECT** offers you solutions rather than just products. Thanks to our international network we can help if an electronic component has been discontinued or is hard to locate.

Years of experience and our daily contact with procurement sharpen our view for market situations and upcoming trends. In close collaboration with our customers' buyers **ELECTRONIC DIRECT** supports the procurement process with a wide range of services.

Our goal is to avoid bottlenecks and to help our customers to react promptly to changing market conditions.

**GLOBALLY POSITIONED**

With locations in Munich, New York, Montreal, Hong Kong and Shanghai **ELECTRONIC DIRECT** has access to a vast network of electronic know-how and experts all over the world.

Our employees form the bridge into each national market (native speakers in native markets). With local goods inspection we gain valuable time and assure quality throughout the procurement process at the same time.

**QUALITY ON TIME DELIVERED**

**SOURCING**

**ELECTRONIC DIRECT'S** core competences lie in the procurement of all kinds of electronic components. Also included in our portfolio are system components such as displays, hard disks, optical drives and memory modules of all kinds.

Our strategically oriented sourcing solutions are designed to optimize the procurement process for our customers.

Special procurement methods, tenders and as part of a multi-sourcing strategy it can be used to avoid them permanently.

**INDEPENDENT DISTRIBUTION**

We consider flexibility to be an integral part of our service. In order to reliably fulfill the demand requirements of our customers, we carry out worldwide on our own account. In this way **ELECTRONIC DIRECT** acts as an independent distributor. In specific cases we are able to organize the reproduction of individual electronic parts. We even go one step further and offer supplier management for selected product ranges (e.g. IC parts, capacitor handling).

**LOGISTICS**

Logistics are an important part of our work arrangement especially. Especially where the world we collect, we handle, examine, coordinate, pack and finally deliver it to the customer - always in the desired quality. And since we are regionalized worldwide, we also take care of all formalities required for customs clearance. Our warehouses in Europe, America and Asia specifically designed for storing electronic goods and components enable us to deliver in quality and on time. You can expect full transparency documented in every step of our supply chain.

**EXCESS INVENTORY - IOP**

Solutions are not rare situations. This is especially true when it comes to managing inventory. **ELECTRONIC DIRECT** offers several options. It offers us contributions to stock purchasing and taking over the entire stock inventory. Our customers are relieved of their obsolete stocks and all related problems and costs. At the same time **ELECTRONIC DIRECT** markets the merchandise through its existing networks. Because for us **IOI** is not only a necessary tool we call **REVERSE MARKETING MANAGEMENT**.

Broschuere



## PRIME SELECTION

Starke Argumente für einen starken Fonds:  
Der Masterfonds Rosche One Interests, L. P.

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Magazin

WÄHRUNGSUNION 2002 FIT FÜR DEN EURO 82/01

# MITARBEITER ZEITUNG

**EDITORIAL**  
Liebe Kolleginnen und Kollegen,

Wissen 2001 Zahlen, Bilder, Impressionen Bauarbeiten Bei Müller in Neubahn wird angebaut

**DER COUNTDOWN LÄUFT**  
So werden Sie...

## Neue Mitarbeiter

...in der Abteilung für...

...in der Abteilung für...

...in der Abteilung für...

...in der Abteilung für...

## auf die Karriereleiter

...in der Abteilung für...

...in der Abteilung für...

...in der Abteilung für...

# Willkommen in Euroland!

So werden Sie fit für den Euro.

# Titel

**Der Countdown läuft**

...in der Abteilung für...

**Neue Mitarbeiter**

...in der Abteilung für...

**auf die Karriereleiter**

...in der Abteilung für...

...in der Abteilung für...





Seriös muss nicht langweilig sein.

Geschäftsbericht





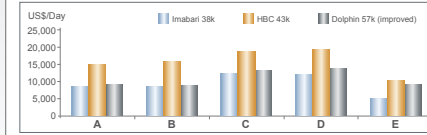


D. Asset Strategy

### Erlkönig of the Ocean™

t/c comparison

Charterer:	A	B	C	D	E	F
Ballast:	S.A. account	EU account	CAN account	Indonesian account	Indonesian account	J.P. account
Load:	Lagos San Nicolas	Dakar Vila do Conde	Canakkale-Kerch	Jakarta-Aquaba	Chaozhou-Samarinda	L.A. account
Cargo:	San Nicolas-Rotterdam	Vila do Conde-Sumatra	Kerch-Mombasa	Agaba-Cresik	Samarinda-Quindao	San Nicolas
Drift:	40,000/10% Iron Ore	40,000/10% Alumina	40,000/10% Wheat	Flexible/Phosphor Rocks	Flexible/Coal	Phosphor
Freight:	San Nicolas 10.5m	Sumatrasora 10.6m		Cresik 10.9m	No restrictions	San Nicolas
	\$54.25			\$55.50	\$11.25	\$55.20
TCE (\$)	8,328	8,445	12,324	12,108	5,017	
Imabari 38k Intake (t)	35,800	37,000	37,200	37,200	37,200	
HBC 43k Intake (t)	14,840	15,817	18,702	19,058	10,186	
Dolphin 57k Intake (t)	40,100	42,000	41,500	42,500	42,000	
Dolphin 57k TCE (\$)	8,780	8,704	13,176	13,576	9,062	
(Improved) Intake (t)	41,900	42,000	42,200	44,400	55,200	



Above calculation the so called ecoS

	Speed (kn)
Imabari 38k	12.5
HBC 43k	12.0
Dolphin 57k (Improved)	12.0

*Praesentation*

### Navigating into the future – the full step:

The milestones in building the next profitable growth case in the maritime industry requires HBC to deliver

- operational excellence combined with good reputation, integrity and management track record
- clear strategy: direct access to cargo, optimized chartering structures, appropriate diversification
- selective embracement of strategic partnerships and alliances
- full engagement throughout the whole shipping cycle





Sag's direkt.



*Direktmarketing*

Direktmarketing







Besser aussehen  
als die Konkurrenz.

Messe



Messe Katalog



Fassadenbanner



Messestand-Ausstattung



Banner für die Bewerbung im Netz





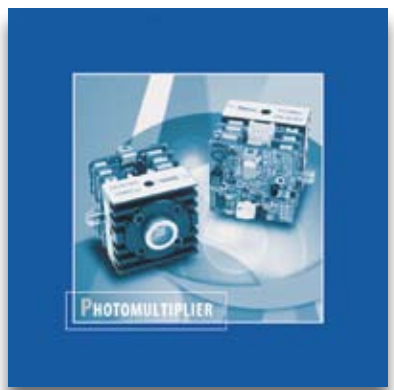
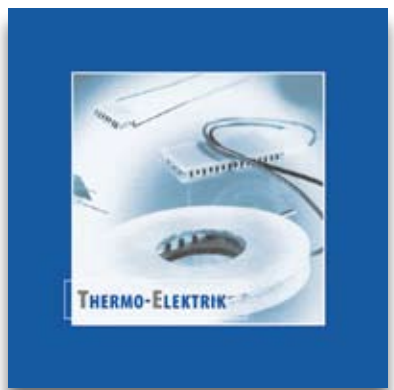
Messe



**DETECTORS**  
**PHOTON COUNTING**  
**LEDs**  
**SPECTROMETER**

**ACOUSTO-OPTICS**

**PHOTOMULTIPLIER**  
**LAMPS**  
**LASERDIODES**  
**LASER**



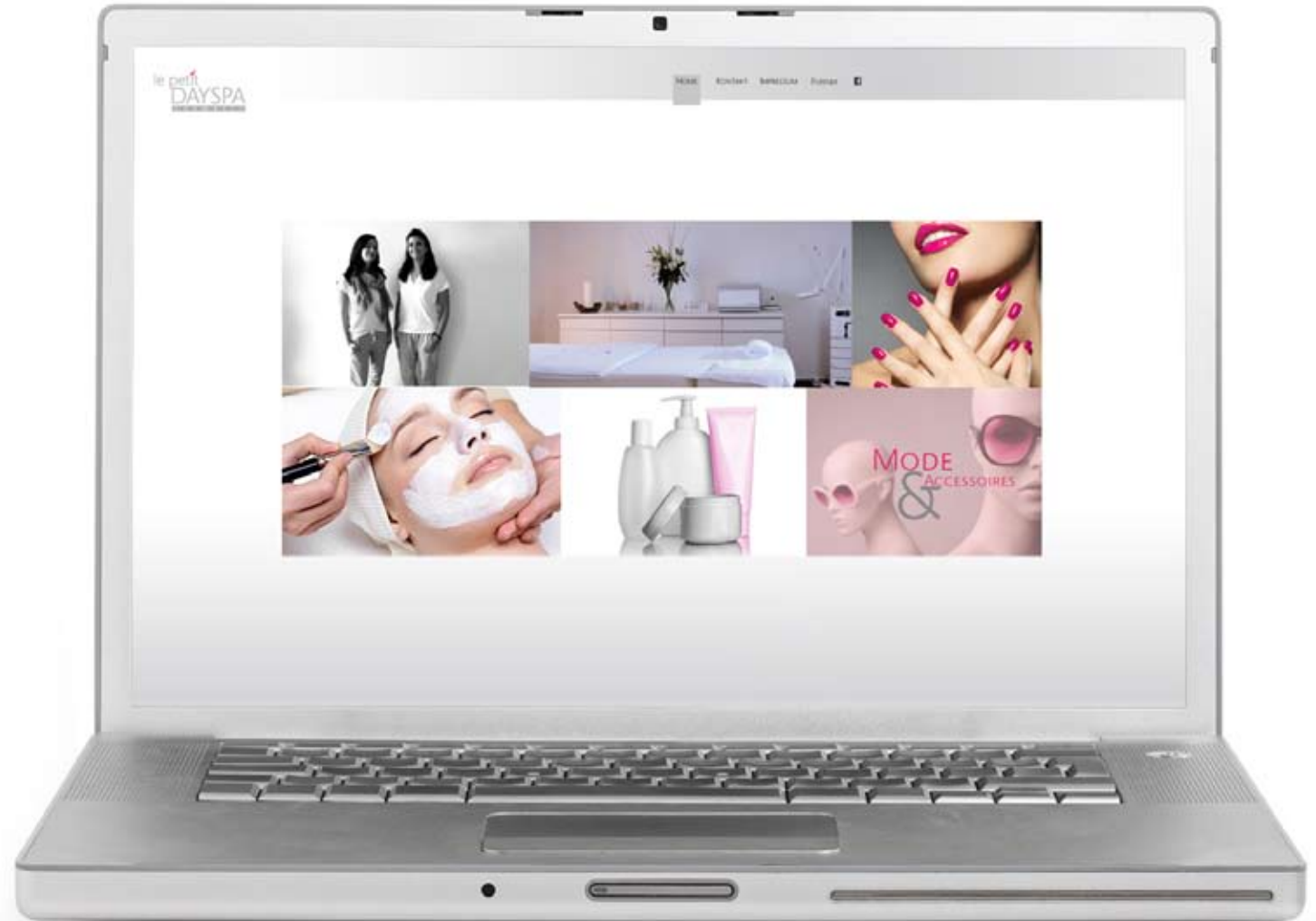


Den ersten Eindruck verschafft man sich heute im Web.





www.lepetit-dayspa.de



www.integrations-und-waldkiga.de



Integrations- und Waldkindergarten Unterhaching e. V.

Der Verein

Aktuelles

Wir suchen ...

Flurtenmäuse

Waldmäuse

Waldspielmäuse

Organisatorisches

Downloads

Bildergalerien

Kontakt

## HERZLICH WILLKOMMEN!

Wir sind ein Kindergarten, der drei verschiedene Gruppen umfasst:



eine Integrationsgruppe -  
die Flurtenmäuse



eine Waldgruppe -  
die Waldmäuse



eine Waldspielgruppe -  
die Waldspielmäuse

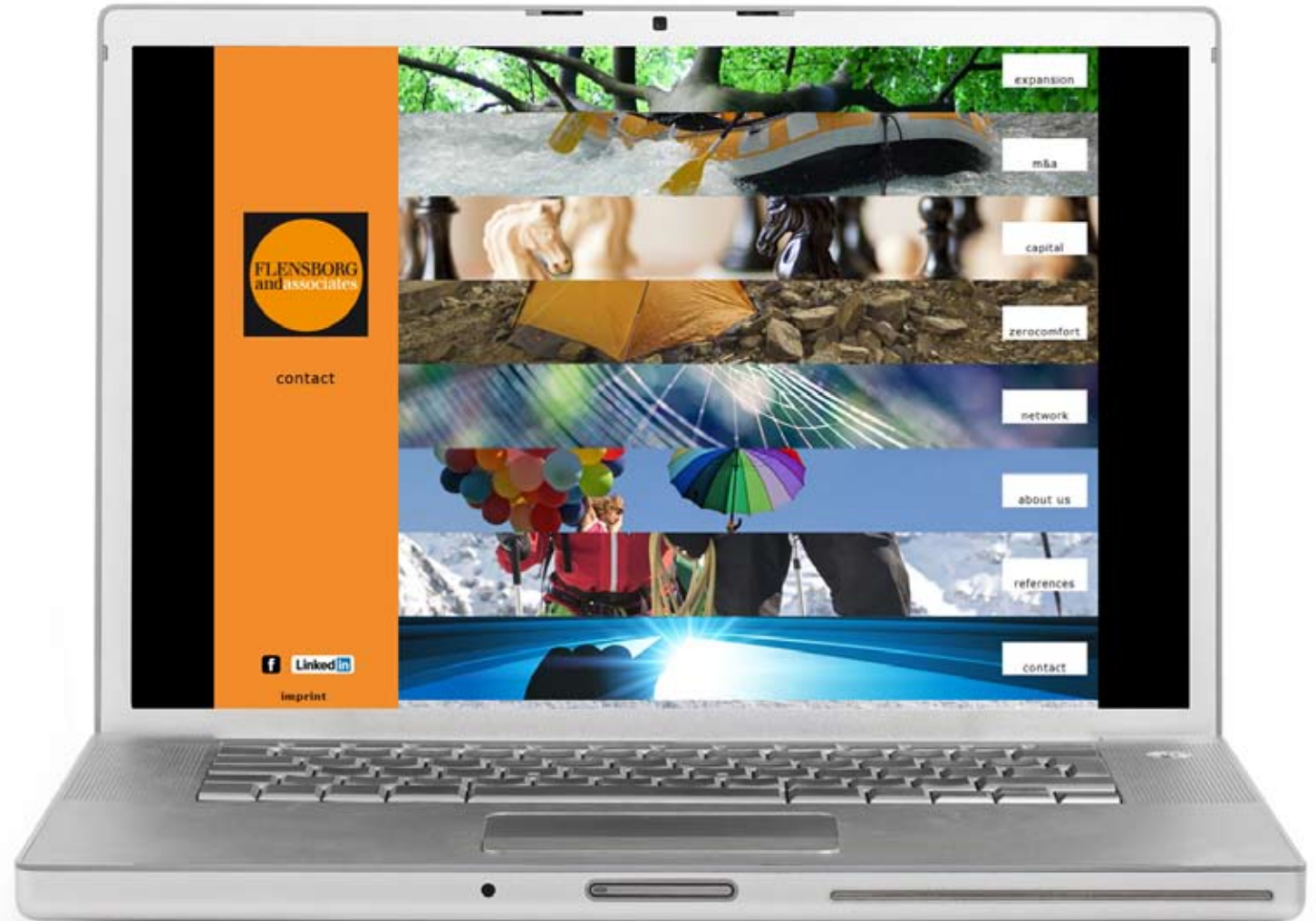
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Wenn man's sieht, ist es schlecht gemacht.

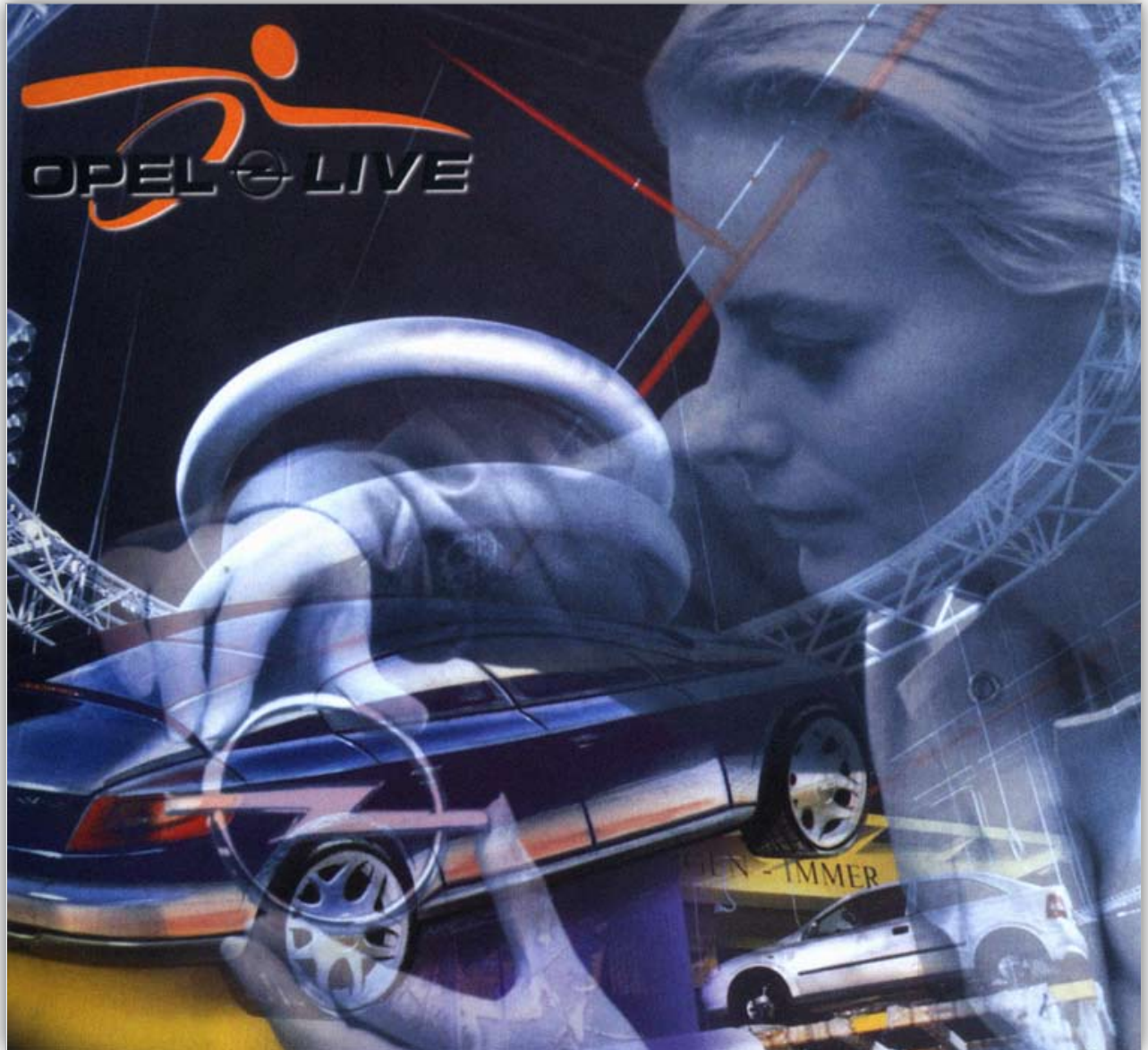




Bildbearbeitung



Bildbearbeitung





Drum prüfe, ...





*Gerne stellen ich mein  
Koennen unter Beweis.*

Kontakt

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