

# MOORE CORPORATION (cont'd)

- Over the next 3 years, the European activities will be reorganised with the objective of regrouping the various companies into a European division. However, the sales will continue to be organised on a country-basis so as to satisfy the different national idiosyncrasies.
- An extensive advertising campaign was undertaken after the acquisition of Lamson to make customers and suppliers aware of the change in the name and ownership of the company.
- Despite their relationship with Lamson, Moore discovered some important differences between North Americans and Europeans after the acquisition:
  - The process of change takes longer in Europe than in North America.
  - Contrary to many North American prejudices, Europeans have reached a very high degree of technical sophistication and competence. It was particularly important for Moore to recognise this, since their North American R & D office is responsible for developing products for the European markets as well. One solution has been to have R & D people attending European trade shows.