

to the success or failure of a Canadian bid. You cannot control the quality of the bid but you can render a service in advising Canadian organisations about its existence.

Corporate training is very competitive and is constantly being revolutionised by advances in distance education and innovative communications technology. Failure to innovate will result in loss of market share.

Because of its competitive nature and the sums involved, it is also important that you learn to identify opportunities with routine visits to foreign and Canadian companies in your countries of accreditation. In this case study, it is vital that you keep this information strictly confidential until such time as Canadian organisations have had time to respond to the request. By discussing Exxon's request with others, you may be compromising the Canadian bid.