

## THE BOTTOM LINE

- o SMART COMPANIES UNDERSTAND THAT SUCCESS IS DEPENDENT ON:
  - THE ACCEPTANCE OF THE GENERAL PUBLIC
  - HAPPY CUSTOMERS
  - PROUD, MOTIVATED EMPLOYEES
  - CONFIDENT GOVERNMENT POLICY-MAKERS
  - UNDERSTANDING MEDIA
  - SATISFIED SHAREOWNERS
  - SUPPORTIVE FINANCIAL COMMUNITY
  - MOTIVATED SALES ASSOCIATES AND DEALERS
  - SATISFIED DONEES (RECIPIENTS OF CORPORATE CONTRIBUTIONS)
  - WELL-INFORMED ACADEMICS/THOUGHT LEADERS
  - SYMPATHETIC INTEREST GROUPS