

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



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**Donald** is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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## Bits & Pieces ~ September 2009:

**Item #1: The challenge of reinventing ourselves.** In September of 1888, George Eastman patented the first roll-film camera and registered the name “Kodak” as a trademark. He spent 8 years developing the film and camera that revolutionized photography and made Kodak one of the world’s first global brands.

Ironically, this September, 121 years later Kodak will cease production of Kodachrome film, due to the success of digital photography. The lesson is that we must all keep reinventing ourselves. We need to be creating “the next” ....or we will be wiped out by what’s next.

**Item #2: So, who can you trust to do the right thing?** U.S. drug giant Pfizer has just agreed to pay a whopping \$2.3 billion penalty (yes, that’s billion, with a “B”) for illegally misbranding the anti-inflammatory arthritis drug Bextra with the intent to defraud or mislead. This is the largest health-care fraud settlement in American history. If we can’t trust companies like Pfizer...whom can we trust?

**Item #3:** Speaking of values & ethics, mega fraudster Enron Corporation, now the very symbol of willful corporate fraud and corruption, had a great-sounding Value Statement with 4 clear values chiseled in marble in their lobby, for all to see. They were...

- Integrity
- Communication
- Respect
- Excellence.



Their 2001 bankruptcy was the largest in US history. They knowingly and intentionally lied about their revenue and profitability. Nine Enron executives were given jail sentences. Jeffrey Skilling, the CEO, got 24 years.

So, what are the “clear values” in your business and do you live by them every day...or are they just chiseled in marble but not in everyone’s behavior?



**Item #4: Orbitz commits to do the right thing.** Internet travel business Orbitz is introducing a “Hotel Price Assurance” guarantee. If another Orbitz customer books the same prepaid hotel for less, they will send you a cash refund ... automatically.

So, what neat, simple thing could you do to make folks more comfortable and confident in doing business with you? How could you let them know that you’re on “their” side?

**Item #5: How quickly things change.** In 2000, the US exported \$29 billion more high tech products than it imported. By 2007 that number had turned into a \$54 billion trade deficit. That’s an \$83 billion annual reversal in just seven years.

**Item #6: Don’t stop marketing during a recession.** All the evidence shows that the companies that emerge most quickly from a recession are the ones that kept up their marketing, advertising and promotion during the recession. And yet, the first thing that most companies cut back on in tough times is their marketing, advertising and promotion.

Marine engine rebuilding specialists, K&H Engines Limited in Parry Sound, Ontario, decided to keep focused and proactive by creating a new Dealer Brochure this Spring and sent it out to their entire network. As a result, they’ve had their best year ever...in a recession.

**Item #7: What is your job...really?** Here’s a great quote for business owners and senior managers from Bill Marvin, The Restaurant Doctor. “Remember, your job is not to run the joint...your job is to teach your staff how to run the joint!”

By the way, **if you’re in the restaurant or hospitality business** (and several of our readers are), you should immediately subscribe to Bill Marvin’s weekly E-Newsletter. Just go to [www.restaurantdoctor.com](http://www.restaurantdoctor.com) to sign up. There’s a free version and a low-cost added value version. Don’t be cheap...spend \$35 a year to get the good one.

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