

THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

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.

To access 100s of Donald's free articles on leadership, marketing and management, visit our website www.donaldcooper.com and click on the "Free Articles" button.

To book Donald, contact Sharen Skene at 1-416-252-3704 or email at sharen@donaldcooper.com in Toronto Canada.

May 2009 – Quiz of the Month:

"Thanks" to all of you who answered our April Quiz, which was, "Why did this ad, pictured below, showing an exhausted person, refreshed by a cola drink, running through the desert, not work in the Middle East?"



The answer: We had many interesting and astute answers to this quiz question. But the answer we were looking for was that in the **Arabic language folks read from right to left**. Therefore, for them, reading right to left, the ad shows a person running in the desert, then drinking the cola and falling down dead.

The point here is that we must understand how our target customers see the world if we're going to be successful with them...a good lesson in any culture. How well do you understand what life is really like for your customers?

Congratulations to Tim Bradburn of Fingerle Lumber Co. who chose our Human Marketing DVD Seminar as his prize.

This month's Quiz Question:

What company, along with its affiliates, operates the largest commercial truck fleet in the world? Clue...they travel over 1 million miles per day.

Send your guess to Sharen, our wonderful Director of Marketing, at sharen@donaldcooper.com with the subject line "May 2009 NL Quiz". Each correct answer received will go into the 'pot' and one winner will be randomly selected before our next Newsletter mailing. The winner **will receive his or her choice of any of our excellent DVD Seminars.**