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Certified Speaking Professional

Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

How about creating an extraordinary business by doing the right thing extraordinarily well?

Businesses in the Western world frequently accuse their Asian competitors of shady or corrupt practices but, sometimes, we need to look in the mirror.

Regulators in the European Union have recently fined OTIS Elevators, a division of United Technologies, and four other elevator makers \$1.3 billion (US) for price fixing in Germany, Belgium, Luxembourg and the Netherlands. That's not \$1.3 million...that's \$1.3 **BILLION**.

Four USA makers of diet pills have just been fined a total of \$25 million for making false advertising claims about their products. And 150 cases of alleged fraud by major pharmaceutical companies are currently on the docket of the US Department of Justice. The charges range from improper pricing and illegal marketing to the payment of bribes in connection with the sale of medical devices.

It seems to me that, as business people, we all have a fundamental decision to make...

- 1) Are we going to create an extraordinary business by doing the right thing extraordinarily well?...or,
- 2) Are we going to try to succeed by cutting corners, breaking the law or deceiving and manipulating our customers into buying inferior products or services at inflated prices?

Are you building a trusted and respected Brand or are you running the risk of fines, punishment, disgrace and lost customers? Which fundamental decision have you made...and are you living that commitment in everything you do?

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com, email us at sharen@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.

