



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.

Donald Cooper, MBA
Certified Speaking Professional

Will you be an ‘offshoring’ entrepreneur...or an ‘offshoring’ victim?

You’ve read lots about how much of our North American manufacturing has moved to the Far East and you know about the Call Centres, Tech Support groups and Software Development teams that are now based in India.

So what’s the next thing to go? Well, Dupont USA is now farming out legal work to the Philippines. They have, for a start, 30 Philippine attorneys, including three who have passed American Bar exams, working in three shifts seven days a week.

Much of the legal work in any court action involves studying thousands of pages of documents. This work is tedious, time consuming and expensive. US law firms typically charge \$150 per hour for this work. In the Philippines the cost is about \$30 per hour.

The technology of real time document sharing facilitates the process and, because the Philippine legal system is modeled after the American system, the resulting similarities make it easy for these offshore lawyers to be extremely effective.

As with every ‘offshoring’ venture, there are those entrepreneurial thinkers who will make a lot of money facilitating these moves and there will be the victims of these moves. More and more of us will some day be making the choice between being ‘offshoring’ entrepreneurs...or ‘offshoring’ victims. Which will you choose?

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.