

# 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.

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**To book Donald**, contact Sharen Skene at 1-416-252-3704 or email at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) in Toronto Canada.

## January 2010 – Quiz of the Month:

**"Thanks"** to all of you who answered our December Quiz, which was, "Citizens of the U.S.A. are the world's largest consumers of McDonald's burgers and fries...but what country is #2 in the world of the Golden Arches?"

**The answer:** Believe it or not, it's **Japan**.

**"Congratulations"** to Karen Bilodeau of Grande Prairie & Area Association of Realtors. Karen will receive one of our DVD Seminars as her prize.

**This month's Quiz Question:** Much of my work is in helping clients create compelling customer value and Brand clarity. One company stands out as having achieved this enviable position. See if you can guess who it is. The company that I'm talking about has built its incredible success around...

1. Beautiful design,
2. Simple and superb usability,
3. Brilliant innovation...and,
4. Outstanding customer service.

**Which great company are we talking about?** Send your answer to Sharen, our wonderful Director of Marketing, at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) with the subject line "**January 2010 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.