

DISPATCHES™

Insights On Business Development From The Marketing Front

Sunday, October 7, 2007

NEW WEBSITE FOR BETTER SERVICING

We're pleased to debut our new website www.bdn-intl.com to provide you with more information, enhanced servicing and facilitate more direct communication with us.

For one, each weekly DISPATCHES™ article will come directly to you embedded in the website. What this means to you is that you will no longer need to take the time to download it in a PDF format and search for it before you can read it. Additionally, we can now take you deeper into each subject by linking the featured article of the week with past articles contained in our archives dealing with the same subject matter. Also if you want to talk with us we are just a simple click away. Click anytime you want to talk.

Need to register a friend to receive DISPATCHES™. We've made it easy for you, or that special friend, to do it. Everyone can receive DISPATCHES™.

Interested in building your professional skills, or those of your marketers? You are not alone. Every organization and everyone who is sincere about achieving marketing excellence does! The bdn-intl website provides an updated listing of all our training programs. Go to Training Programs or *BDN Institute* for a thumbnail sketch of each program and, if you prefer, you can get the details regarding product specs, a sample agenda and even hear what others have to say about it.

Interested in attending an Open training program? Go to [BDN Institute](#) and click on Open Programs. You'll find the details of planned Open programs there with a place to register. Or, if you prefer you can register the old fashioned way by calling any one of us. We're always interested in talking with you.

For a listing of our consulting services click [BDN Implementation](#) or go to Services. Learn how we might assist you in creating brand loyalty through the development of strategically appropriate and competitive brand positioning strategies, more effective creative briefs, legitimate and productive customer insights among other real-time services.

Now you don't have to file-away our practical and productive tools. You can access the tools you need, when you need them, by going to Resources and clicking Toolbox. You'll find the tools we introduce and utilize in each of our training programs. Importantly, we've formatted each tool so you can use it on- or off-line.

For those of you who may be interested in seeking new challenges we also offer a posting of available marketing positions. Presently, you can go to [Job Post](#) to learn about a Director of Marketing position available in animal health care. And, if

you are looking for that special someone for your organization, post your available position on this site to reach thousands of marketers.

Want to enter into a dialogue regarding marketing related subjects? Need a place to give voice to your views? Then blog away on our website. We'd very much enjoy hearing from you and we are certain others would also. You've heard us talk about the need for marketers to 'hangar fly'. This is about sharing issues, challenges, case studies, marketing successes (outside of the daily grind of whittling away at your to-do list and mountain of emails) that serve to enhance knowledge and professionalism. Our blog could provide a productive forum for you and a place to continue self-development.

There's more, lots more to www.bdn-intl.com. We invite you to navigate the site. We hope we've made it easy for you to do so. Over the coming months we have our eye on enhancing its productivity further. Let us know what you think about what you see, and would like to see in the future. We appreciate your interest and insights.

We're now just a click away and, hopefully, we will be better than ever.

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