

# MAXIMUM...

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## MAXFACT #52

*Accept the challenges so that you may feel the exhilaration of victory.*

General George S. Patton

Dinosaurs had a good thing going. Eventually, **because they failed to adapt to the changing circumstances**, they were toast. Businesses can become dinosaurs if we allow it. Proactively adapting is tougher than hovering along... but it is often the difference between survival and extinction.

If you have questions or comments about today's **Marketing** message, please contact us at...

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**MAXIMUM**  
Business Consulting, LLC  
a mentor capital firm

## ...Marketing



How are you driving your organization's brand?

Sure, you know your mission, vision, purpose, and culture...but are you certain the rest of the world does?

Few have the innate skills on their roster to study their own image, create ideas for enhancement, and develop the best ways to execute successful (re)branding campaigns. Yes, there's an investment when branding....but the real question is, how much lost opportunity cost is left on the table if you don't?

Goodwill is a major asset requiring preservation. Finding a way to combine goodwill with a reformed look and feel can be powerful.

Our society prefers "new". **By refining your company's brand, you give the perception of newness, while synergizing with your accumulated strengths.**

We invite you to share this message with a friend or colleague.

## Ponder This...

When was the last time we refined our image?