

DISPATCHESTM

Insights On Brand Development From The Marketing Front

Dear Friends,



We're taking time off from writing and publishing DISPATCHES and Marketing Matters this week to celebrate our US Thanksgiving holiday with family and friends. It's the one day established to express gratitude for our many blessings.

However, we did not want this opportunity to pass without wishing you a Happy Thanksgiving holiday. If it is not a holiday in your country, we still want to wish you a day or moment for gratitude and blessings. Each of us can find something to be grateful for: good health, love of family, our work, and friends, despite any hardships we may have encountered.

We want you to know that we are so thankful for your readership, which gives voice to our learning and desire to make marketing matter more in serving people with brands that go from extending life and its quality to putting a smile on their faces.

We'll resume publishing DISPATCHES and Marketing Matters over the next two weeks. They will be our final articles for 2021.

Peace and Happy Thanksgiving,
Richard Czerniawski and Mike Maloney

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