



You are so fired, Henry!

As the famous marketing phrase says, "Nobody ever got fired for buying Big Blue." Then, what about less well-known suppliers? Or suppliers hardly known at all in Japan, strong as they might be in the rest of the world?

Changing a supplier requires both strong nerves and some very good reasons. Not only vital economical or technical interests are at stake, but individual careers.

This is why strong brands are increasingly important in business-to-business markets. The complexity of today's products and services makes it impossible for the buyer to evaluate all aspects of a supplier's offering. The more complex the product or service, the less logical and more intuitive the decisions become.

"When the economic risks are high, as in investment decisions, a person's choice among different options will often be

irrational and unpredictable," says Maurice Allais, 1988 Nobel Prize Laureate in Economics.

A strong brand supports the buyer when making risky and complicated choices. It offers a long-term promise of quality and competence, the promise of superior services, and a guarantee that the manufacturer will continue to stand behind the product in the future.

What about your brand? Is it the strongest brand in its market? Do your buyers and their superiors and colleagues know about it? Or do you want to develop it further? If so, you should talk to Next Inc.

Next Inc. has 15 years experience in working with world-leading industrial companies in Japan. We provide integrated advertising and communication solutions for business markets, including custom publishing and expert web and IT know-how. We deliver messages that

help build your brand, and make it easy for your customers to buy from you.

Try saying this out loud: "Nobody ever got fired for buying [Insert your company name here]." Try it again. Sounds good?

Contact Next Inc., and help make your brand matter.

Ask for Kjell Fornander or Haruko Miyazaki.

Communications for Business Markets

next inc.

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