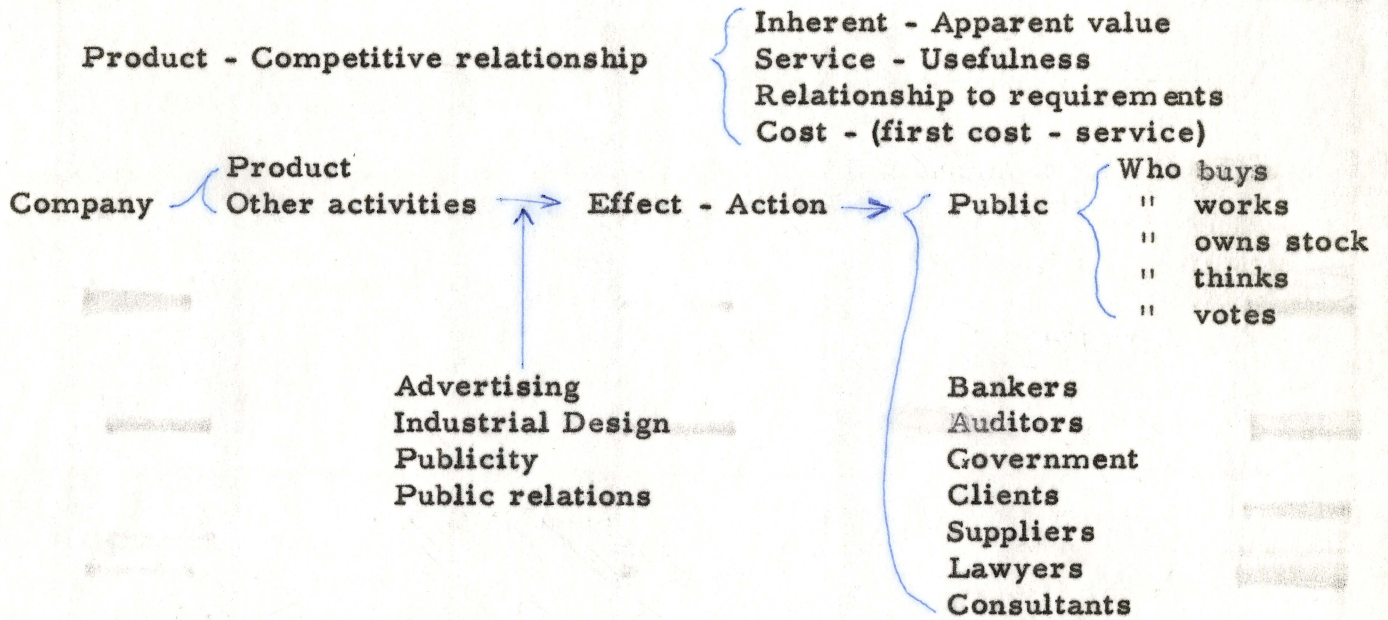


Advertising - Publicity - Public Relations



Feedback towards company, affecting its ability to perform
Refer to previously discussed "association of reputations"

Problem is: contact Company - Public

Guided vs. unguided voice of a company

Character of the Company (Reputation - Credit)

Name - Identification of products - Individuals

Contact is made by the product and every action of the company - its executives.

Building up of personal - company and product credit and reputation

Need for close relationship between insiders and outsiders such as:

- Engineering + Industrial Designer
- Sales Division + Advertising Agency
- Financial + Bankers + Analysts etc.

Evolution of concepts of Public Relations

Individual vs. company vs. products

Exaggerations - Excessive build up of individuals - Synthetic men

Accidents in the lives of individuals - companies - products

Give examples - technical and others.

Mass production - mass distribution of products, securities, news
mean that "accidents" can be tragic.

It explains unwillingness to accept "change"

Science, testing, control, care, do not make industry immune
to accidents - Conditioning one's mind.

Preparing for possibilities.

Need for sincerity over long period of time

Class no. 24

Industrial Designers
Advertising Agencies

Need for most advanced competitive abilities and ideas.

Problems and needs for shifting agencies

Aging of personnel and ideas

Publicity

Public Relations Advisers

Story one wishes to tell

Story one does not wish to tell

Types of organization

How they are built up

Methods of work

How to select them

Type of relationship

Method of payment

How to measure and

evaluate their

effectiveness

When should company

do it itself or go

outside

(see page 3 of class 21)