

THIS IS ABOUT A YEAR IN THE LIFE OF A COMPANY. THE STORY IS TOLD IN PICTURES AND WORDS AND NUMBERS. THE MOST IMPORTANT CHARACTER IS NEVER SEEN, THOUGH HE OR SHE IS CENTRAL TO THE ACTION OF THE STORY. SHE OR HE IS THE CUSTOMER. THERE ARE OTHERS WHO DO NOT APPEAR IN THE NARRATIVE BUT WHOSE ACHIEVEMENTS ARE EVERYWHERE. THEY ARE THE ASSOCIATES. WHAT THIS PAPER IS ABOUT IS THE SPIRIT AND THE EMOTION OF THE COMPANY WHICH CANNOT BE REPRODUCED IN PICTURES OR WORDS OR NUMBERS, BUT WHICH IS SHARED BY MANY PEOPLE WORKING TOGETHER. THIS IS THE STORY OF OUR COMPANY PRO & MOTION AG, MARKETING & COMMUNICATIONS.

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