

Management Lessons

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A Professor at a Management Institute was explaining marketing concepts to the Students

- You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" - That's **Direct Marketing**
- You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says: "He's very rich. Marry him." - That's **Advertising**
- You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say: "Hi, I'm very rich. Marry me." - That's **Telemarketing**
- You're at a party and see gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door (of the car) for her, pick up her bag after she drops it, offer her ride and then say: "By the way, I'm rich. Will you marry me?" - That's **Public Relations**
- You're at a party and see gorgeous girl. She walks up to you and says: "You are very rich! Can you marry ! me?" - That's **Brand Recognition**
- You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" She gives you a nice hard slap on your face. - That's **Customer Feedback**
- You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" And she introduces you to her husband. - That's **Demand and Supply Gap**
- You see a gorgeous girl at a party. You go up to her and before you say anything, another person come and tell her: "I'm rich. Will you marry me?" and she goes with him - That's **Competition eating into your Market Share**
- You see a gorgeous girl at a party. You go up to her and before you say: "I'm rich, Marry me!" & your wife arrives. - That's **Restriction for entering New Markets**