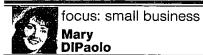
## Minor innovations can pay large dividends

Imitation may be the highest form of flattery, but innovation is the highest form of genius when it comes the developing successful competitive strategles for your business.

competitive strategies for your nusness.
Being innovative does not suggest
restructuring your entire operation
in order to achieve or maintain longterm success and growth. Given
identifiable customer needs and
wants, a liftm bas control over which
of those needs it will attempt to best
satisfy on a regular basts.
The resulting action may involve
no more than changing the package
design for a product, offering seminars otherwise not made available their product from its many imitaterm success and growth. Given
the control of the control of

WILLIAM AND Andrew Smith were the first to offer their Smith Brothers Cough Drops in prepacked boxes. By redesigning their package, the brothers were able to distinguish their product from its many imita-



"Our first test seminar is being held in Detroit in early June, and if we succeed in the Detroit market, we plan on sponsoring 5,000 semi-nars over the next five-year period," sald Gregg Chappell, seminar direc-tor with NCC.

THE SEMINAR, "Power Commu-nication and Persuasion" with Mike Wickett of Birmingham, reflects the needs of the market, according to Chappell.

"The Detroit market knows exact-ly what they want and where they're going both personally and profes-sionally. When planning this first seminar, we knew how important it

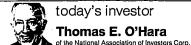
For more information on the sem-inar, call 1-800-323-5552.

Next week, we will begin our se-ries on cable television as a means available to promoting small busi-

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

## Put money on individuals, not stock funds

I was looking at two different lists of stocks. One shows the most heavily traded stocks on the New York Stock Exchange, The other was the list of 100 most widely purchased stocks by Individuals published by the National Association of Investment of the National Association of the National Stock Inch National Association of the National Inch New York Stock Exchange and The Most Widely Owned Stocks on the New York Stock Exchange and The Most Widely Owned Stocks on the New York Stock Exchange and The Most Widely Owned Stocks on the New York Stock Exchange and The Most Widely Owned Stocks on the New York Stock Exchange and The Most Widely Owned Stocks on the New York Stock Exchange and The Most Widely Owned Stocks on the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The Most Widely Developed the New York Stock Exchange and The New York Stock Exchange and The New York Stock Exchange and The New York



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