



SURROUNDED BY FOG

Even China's Great Wall - visible from
outerspace - can get fogged in.

Could the same be true for your
company's communications?



HAS YOUR ORGANIZATION SETTLED INTO THE MURKY DEPTHS?

Do the opaque proclamations from your
company's president bewilder employees?

Do your press releases still tout "best-of-
breed," "mission-critical solutions"?

Does the company news cloud good ideas
while hiding blemishes?

Does your website praise your
"cutting-edge" product?

Do your presentations compel your
audience to dash for the back door?



LIFT THE FOG

The best intentions do not always
translate into crisp, clear copy. The
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