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BRIGHT IDEAS — From IDEAS to Solutions

Our client had a dilemma—how to modernize his business without “pasteurizing the art and soul” of his work. The solution to his dilemma was the implementation of a dual-track plan to tackle his challenges comprehensively, and simplify the business side of his work:

Memorable Quote:

"God grant that not only the love of liberty but a thorough knowledge of the rights of man may pervade all the nations of the earth, so that a philosopher may set his foot anywhere on its surface and say: "This is my country."

Benjamin Franklin

Refine the Method: build a “clicks and mortar” infrastructure for the long term, where purchases are promptly fulfilled onsite, or on-line at www.ruthven.com, with full integration between sales, inventory and accounting.

Articulate the Message: share the inspiring story of his work, through carefully coordinated appearances, shows, print and internet media.

His favorite part of the effort was the comprehensive overhaul of his web site that solved the workflow challenges in his business. He is especially pleased by the welcoming customer experience.

To learn more about our services [click here](#). Brought to you by the experts in Workflow Performance Improvement:



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