

# Alison\*s Art, Inc.

## MARKETING BYTES

*BUSINESS ISSUES, The Newsletter . . . Every Byte Counts!*

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### BUSINESS ISSUE #42

#### V.A.L.U.E. Part 1: An Introduction

In this **MARKETING BYTES Business Issue**, I would like to introduce a new category related to business; it is one of the most important concepts to date. The term is **V.A.L.U.E.** and it is the acronym for:

VISIBLE  
ASSETS  
LEADING to  
UNENDING  
EQUITY

**V.A.L.U.E.** has two aspects as it relates to business:

- **PROVIDED VALUE:** the services and/or products of a business
- **ACKNOWLEDGED VALUE:** the compensation for those services and/or products

Alison\*s Art, Inc. **MARKETING BYTES Business Marketing Tools & Services** are about **V.A.L.U.E.** and make reference to **V.A.L.U.E.** in every

aspect of what we do; this term is used in the following contexts by Alison\*s Art, Inc. **MARKETING BYTES:**

- **As a general reference**  
*Providing Value for Business*
- **In our Newsletter**  
*Sharing Value with Business*
- **About our Tools**  
*Building Value in Business*
- **About our Services**  
*Bringing Value to Business*

We take **V.A.L.U.E.** very seriously both in providing it to our clients and by being acknowledged for it by those to whom we provide it. This goes a long way at both ends, as the acronym indicates, in *leading to unending equity.*

Alison\*s Art, Inc. can assist you in establishing and increasing **V.A.L.U.E.** for your business. Visit [our website](http://www.AlisonsArt.com) to learn more about our **BUSINESS MARKETING TOOLS & SERVICES**, *For the Success of Your Business, Organization, Projects, Events, and Ideas. Read Marketing Bytes . . . Every Byte Counts!* 100708