

# Alison\*s Art, Inc.

## MARKETING BYTES

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

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## BUSINESS ISSUE #43

### V.A.L.U.E. Part 2: What are Marketing Bytes?

**W**hat are **MARKETING BYTES** and what is the intention or purpose of **MARKETING BYTES Business Issues: The Newsletter**? Let's start by providing some definitions for this concept:

*Marketing: a value producing system*  
*Bytes: units of information*  
**MARKETING BYTES: are units of information about a value-producing system.**

Therefore, The information contained within them is intended to guide and assist business in laying the foundation for and having tools to implement value and therefore success.

These value-producing concepts are the basis of **MARKETING BYTES Business Issues: The Newsletter**. Each week a new concept and/or tool is presented to support success in dealing with specific business issues. Each concept has practical applications for organizational development (internal structure) and/or business promotion (external publicity).

The previously published and future **MARKETING BYTES Business Issues: The Newsletters** will focus on:

ACRONYMS	OTHER TERMS
F.I.T.	Conscious Creativity
F.O.C.U.S.	Fiscal Integrity
L.E.A.D.	Good Fiscal Hygiene
M.O.S.T.	Personnel Protocols
P.A.C.E.	Structural Integrity
P.E.A. Strategy	Success Insurance Policy
P.L.A.N.S.	Transparency
R.A.T.S.	
S.H.R.I.N.K.	
S.T.O.P.	
T.R.U.S.T.	
V.A.L.U.E.	

The concepts presented in **MARKETING BYTES Business Issues** along with all our **Business Marketing Tools & Services** have applications for all types of ventures: entrepreneurial, sole proprietor, small business, corporations, non-profit organizations, projects, events and ideas (that have yet to take form).

Visit [our website](http://www.AlisonsArt.com), to learn more about all our value producing tools and services. **Read Marketing Bytes . . . Every Byte Counts!** 101408