



**Determined To Succeed  
Resource Cards A - Fifth Ring Case Study**

The following text should be placed on separate cards:-

1. “We realised there was an opening for an integrated corporate (business) communications service.”
2. “We could draw on our combined skills.”
3. “In 1991 corporate communications was an unknown concept.”
4. “We invested heavily.”
5. “We started from scratch.”
6. “We had to stretch to get the right people on board.”
7. “We did not have to implement change, we were change.”
8. “It is a challenge to maintain an integrated approach.”
9. “Each of our business units (i.e. web design, advertising, PR, brand strategy) must add value to a client.”
10. “We thrive on our people.”
11. “We invest heavily on IT and systems.”



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