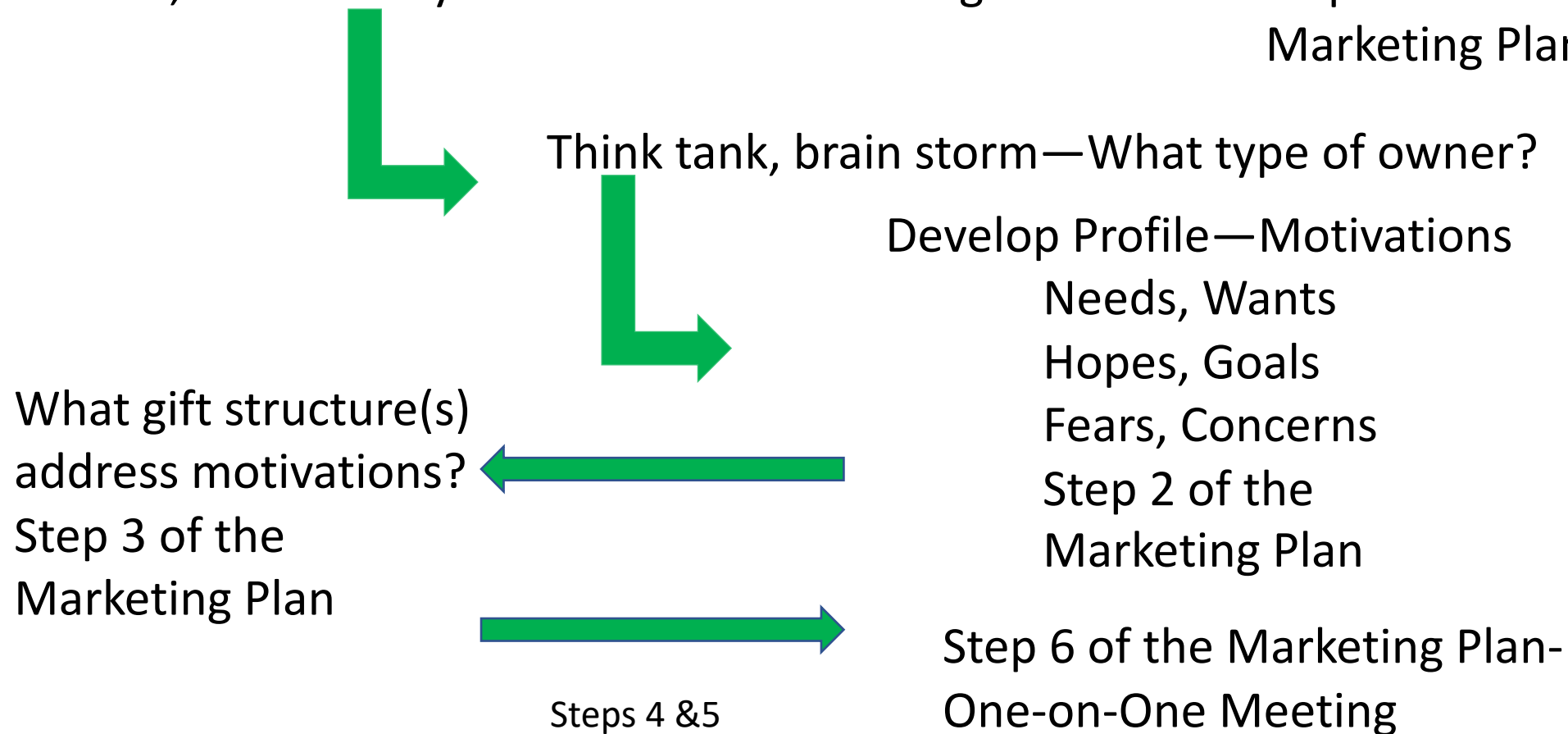


## ASSET-BASED PHILANTHROPY

Assets, assets everywhere—locate and categorize them---Step 1 of the Marketing Plan



The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.  
Peter Drucker