



**UNDERSTANDING CLIENTS:  
WHAT DO THEY MEAN BY  
"STRATEGIC AND INNOVATIVE  
SOLUTIONS"**

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Innovation





So what defines  
innovation?

# Delivering what the customer wants



Delivering something they had  
no idea they needed

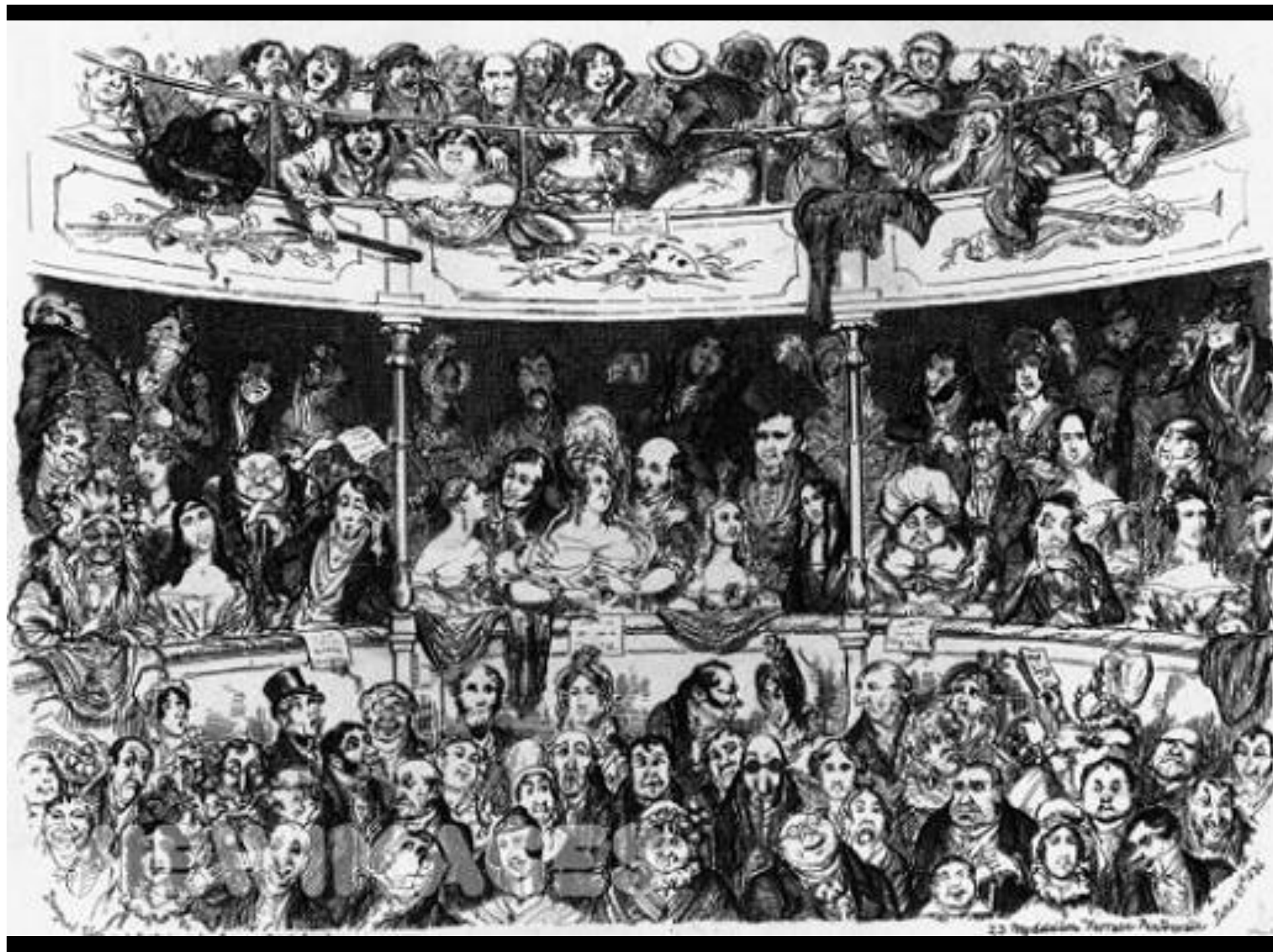














Enduring materials





**Eastmond Mediacomm Ltd**

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