

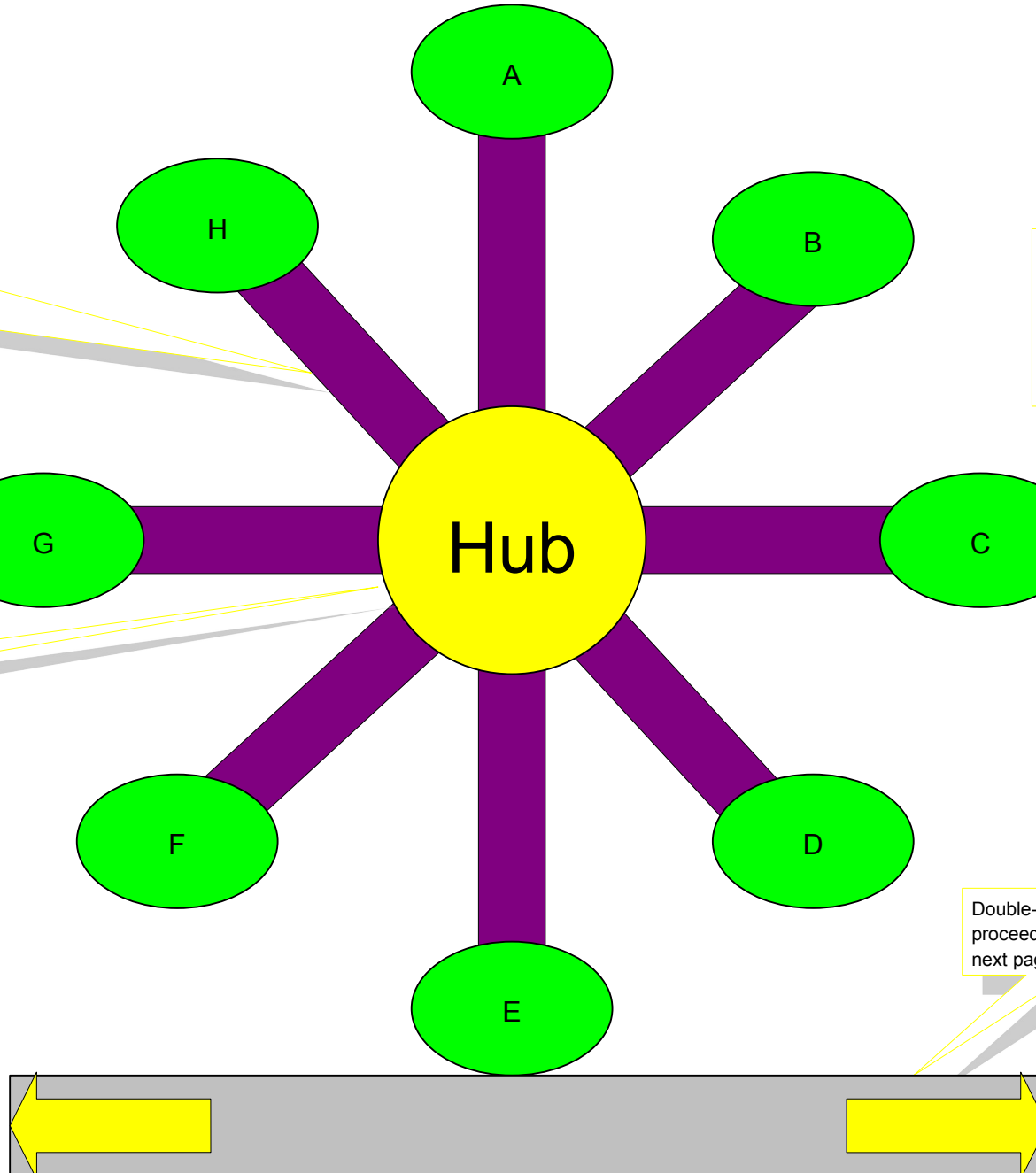
Hub Spoke Diagram

The branches of this Hub Spoke Diagram were created with the Cross shape found in the Basic Shapes stencil. This shape can be copied and rotated as seen in this example to add more "spokes" to the diagram.

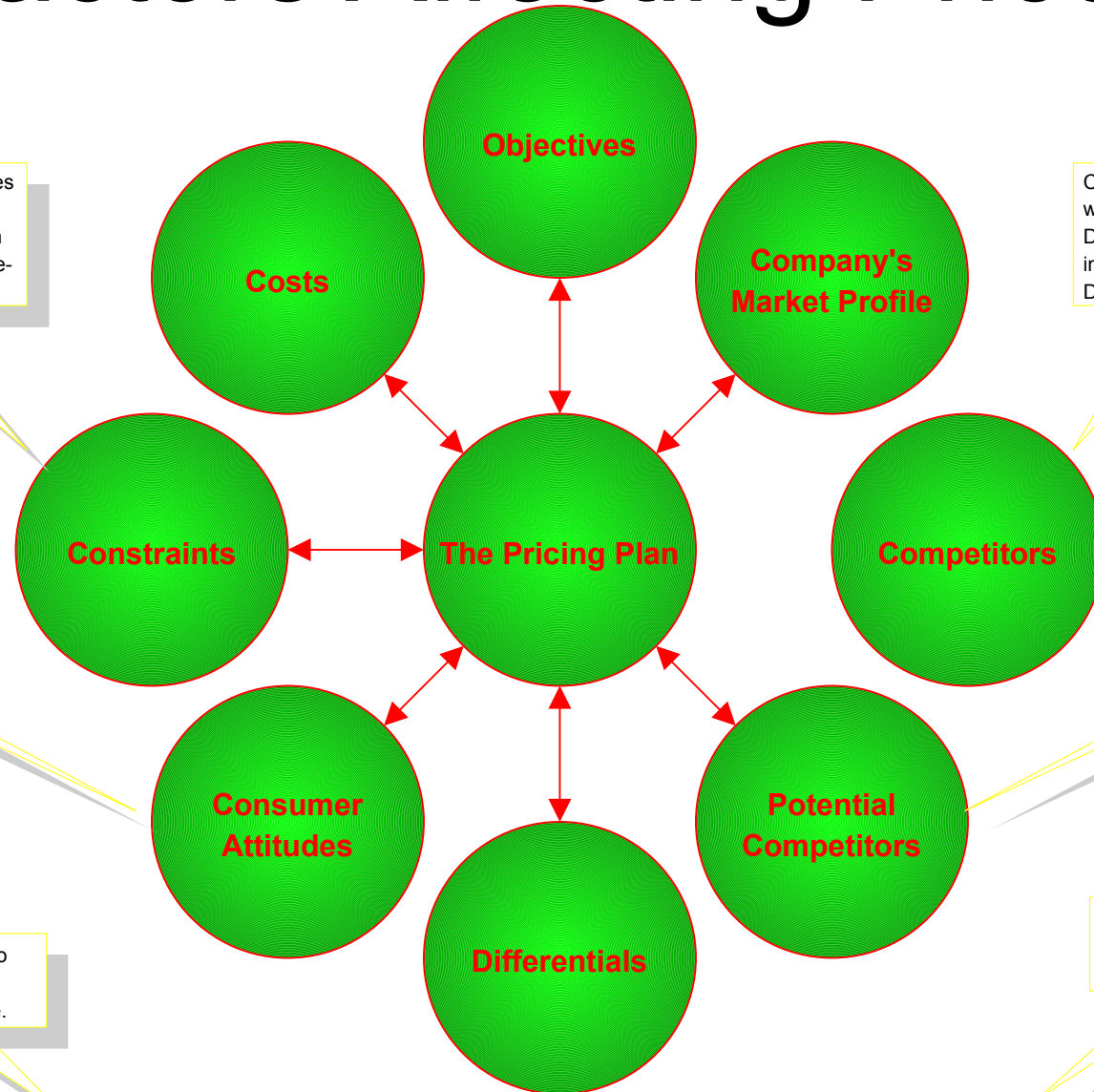
Use the Ellipse Tool on the Standard toolbar to create this shape. Then make duplicates by selecting the shape, holding down the control key, and dragging the shape to a new location.

Create a similar diagram using the Circle-Spoke Diagram shape in the Marketing Diagrams stencil. See the next page for an example.

Double-click to proceed to the next page.



Factors Affecting Price



Choose the number of circles you want to include in your Circle-Spoke Diagram when you drag and drop the Circle-Spoke shape.

Create this diagram with the Circle-Spoke Diagram shape found in the Marketing Diagrams stencil.

Although this diagram is a grouped shape, you can change the color of each shape using the Fill Color button on the Standard toolbar.

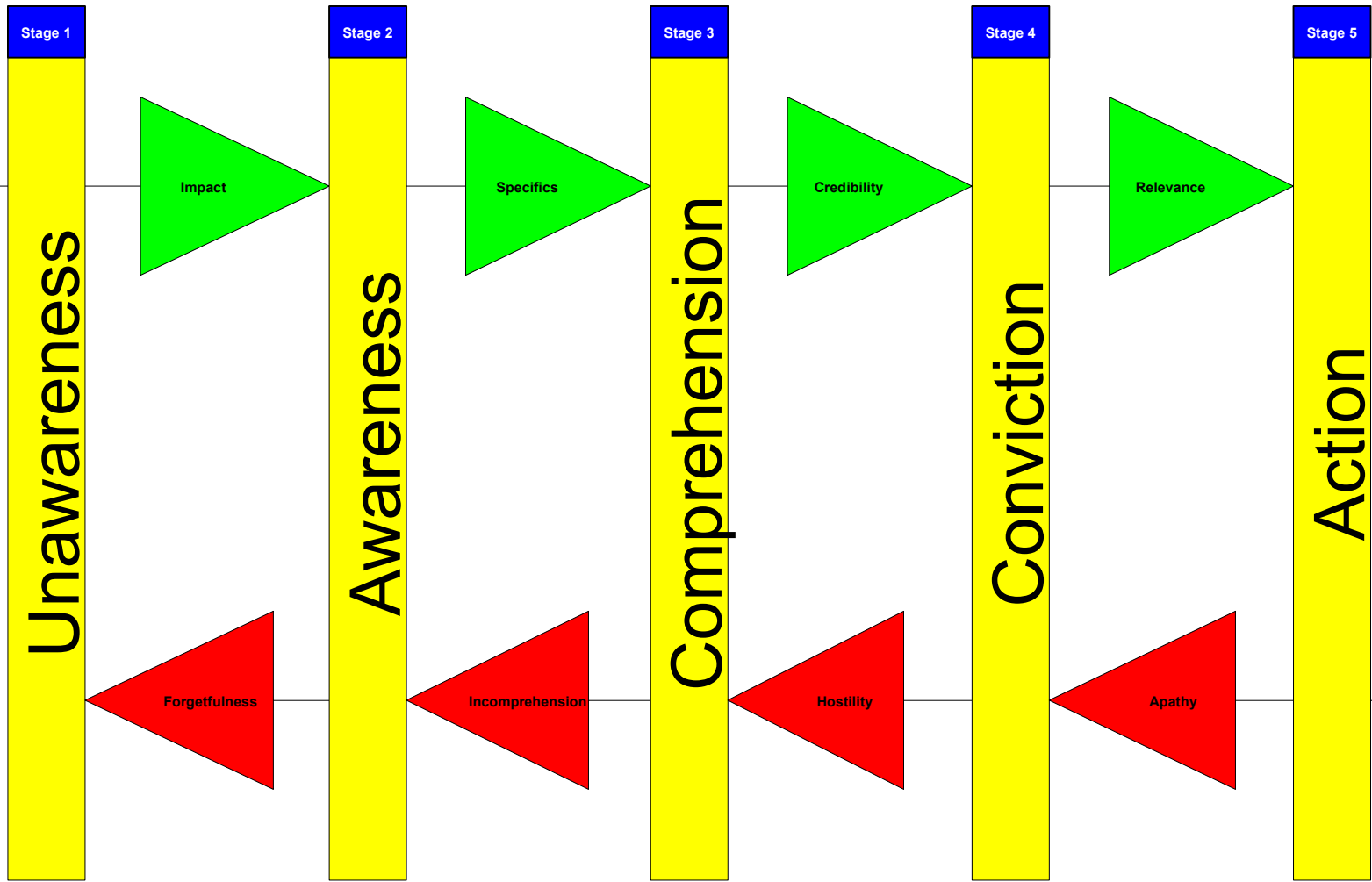
Change the fill pattern of the shapes by choosing the Fill Pattern button on the Standard toolbar.

Double-click to return to the previous page.

Double-click to proceed to the next page.



Forces of Communication



Use the Side to Side 2 Connector, found in the Connectors stencil, to link these shapes together.

Double-click to return to the previous page.

Barriers to Communication

Double-click to proceed to the next page.



Product

Increasing Technological Newness

Present

New

Present

Market Penetration

Product Development

New

Market Extension

Diversification

Market

Increasing Market Newness

Use the Ansoff Matrix shape located in the Marketing Diagrams stencil to create this diagram.

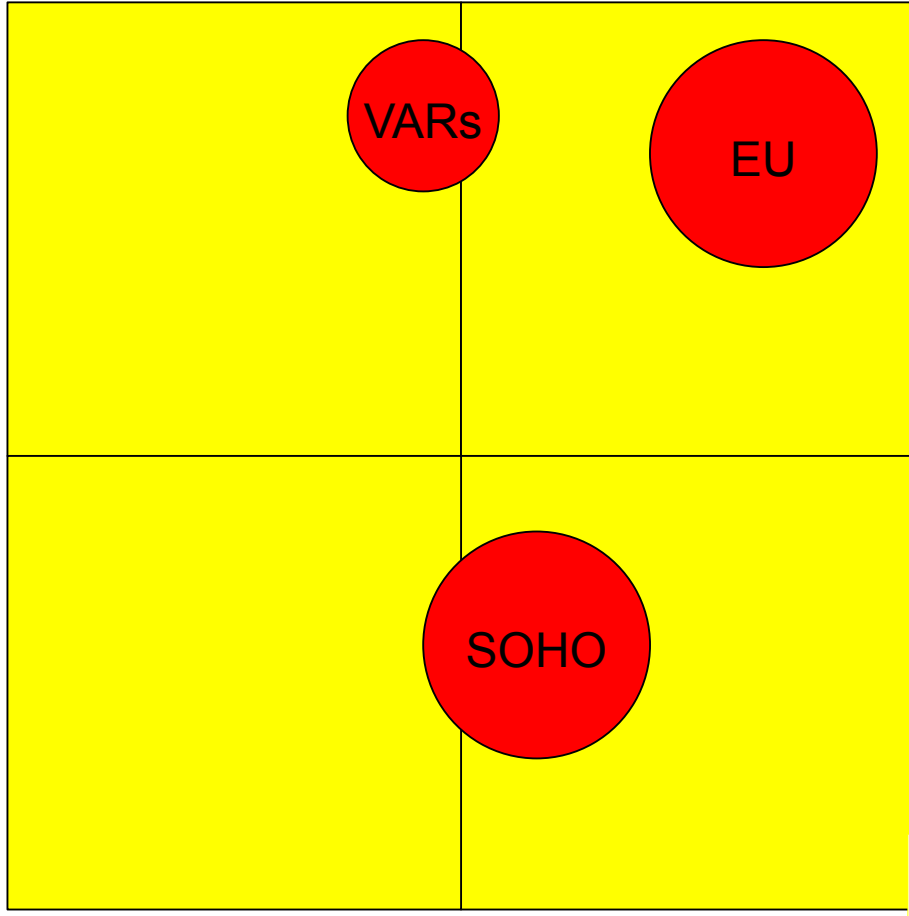
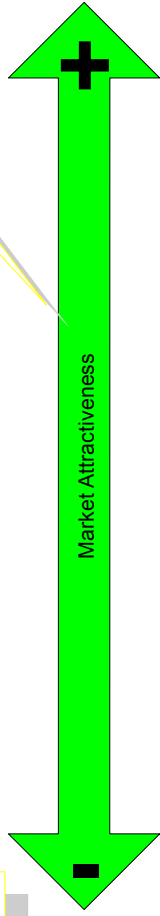
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Ansoff Matrix

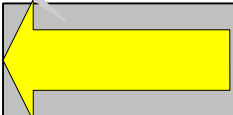


Use the 1-D Double connector found in the Connectors stencil to create this shape.

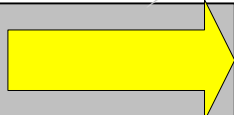


Use the Rectangle Tool on the standard toolbar to create this shape. When making duplicates, use the control key and hold down the shift key to keep the shapes aligned.

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Double-click to proceed to the next page.

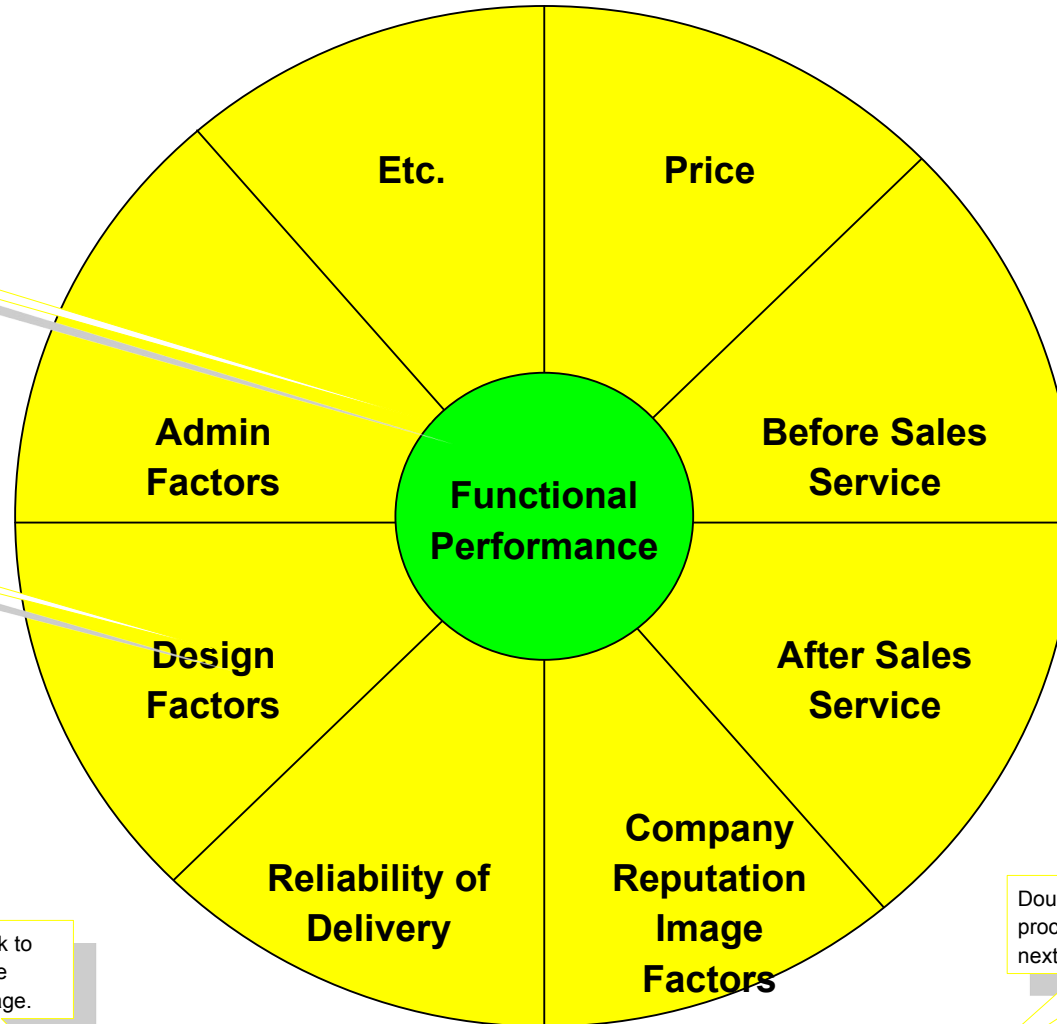


What is a product?

Create this shape using the Ellipse Tool. Create this shape last to ensure that it will be in the foreground.

Use the Text Tool on the Standard toolbar to add text to the drawing.

Use the Ellipse Tool on the Standard toolbar to create the large circle. Divide it using the Line Tool.



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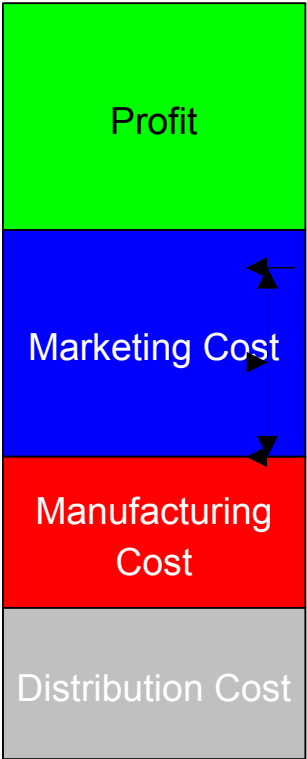
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Cost & Margin Analysis

Use the Dimension Line shape in the Office Layout stencil to show the different increments.

Price



Variable Cost

Choose from a number of different callout shapes in the Callouts stencil to annotate your drawings.

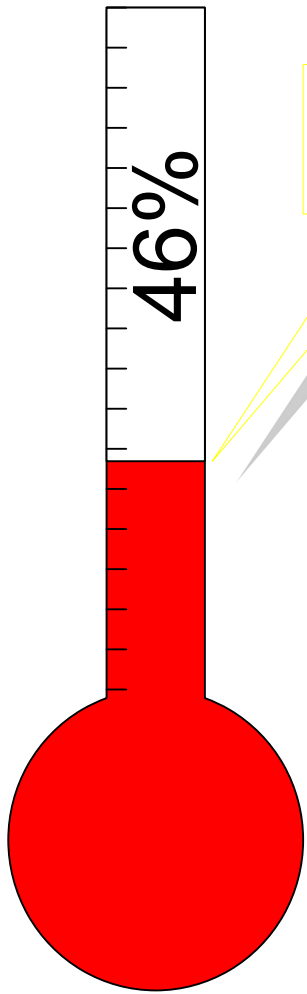
Total Cost

Fixed Cost

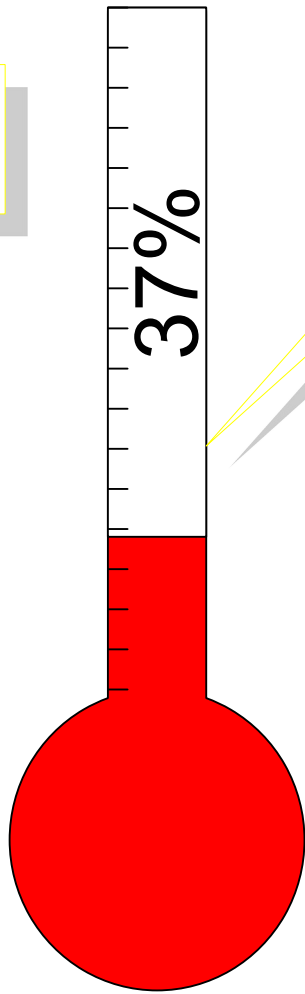
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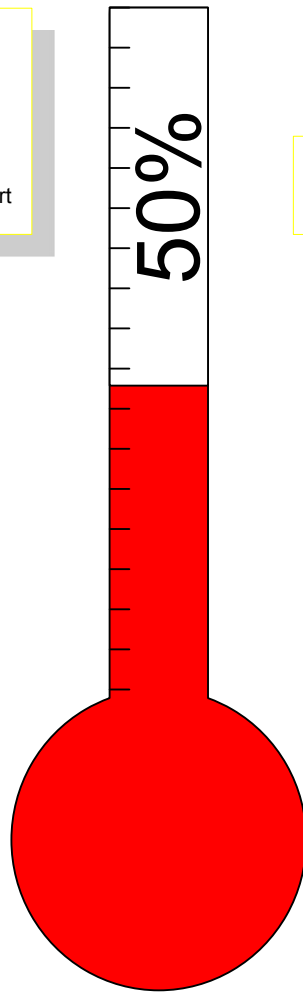




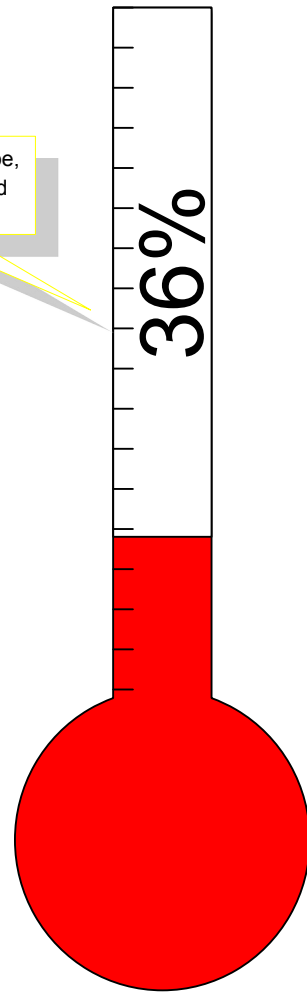
Adjust the temperature level by dragging the dimension handle.



Create temperature gauges by selecting the Thermometer shape from the Marketing Clipart stencil.



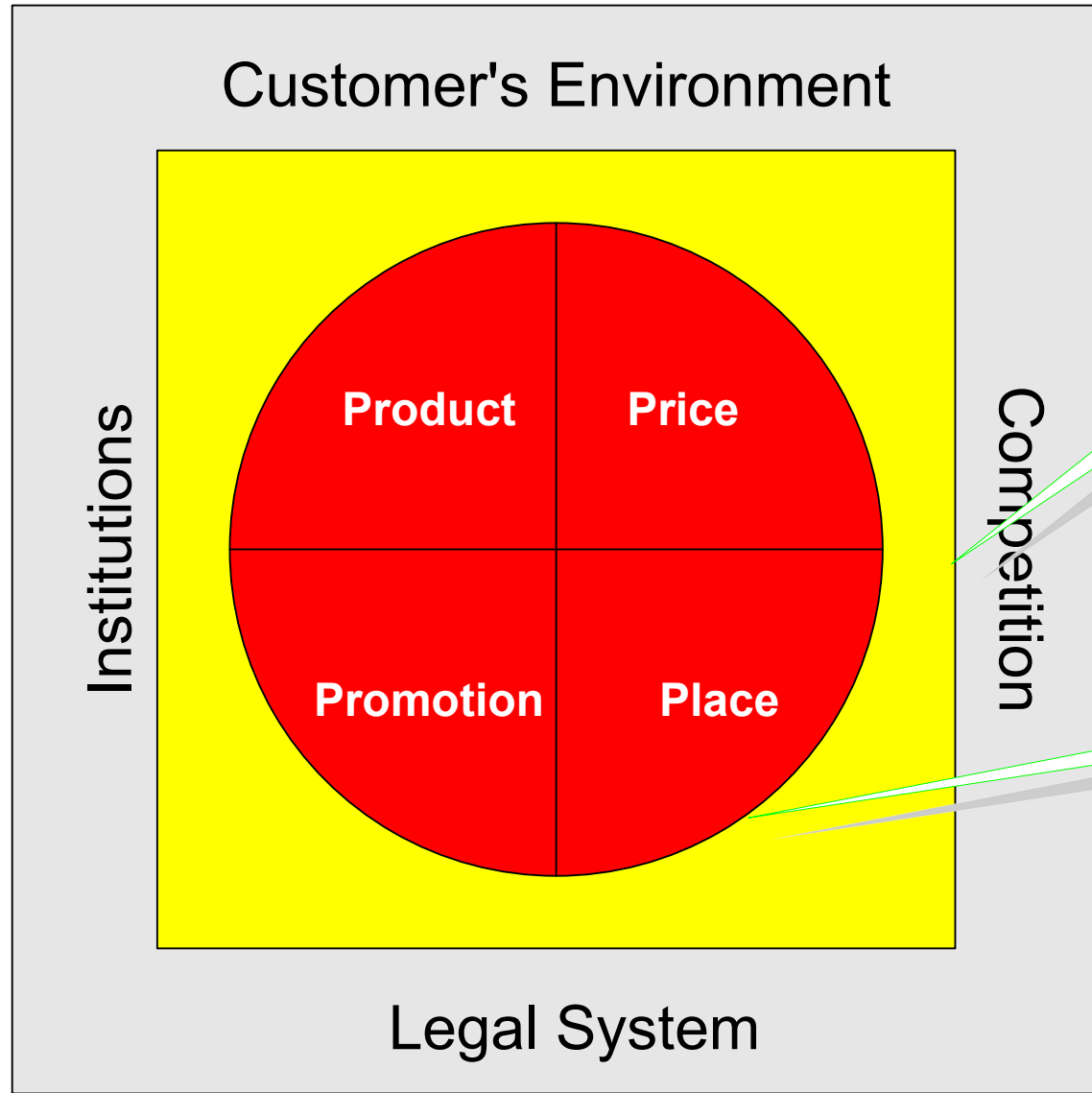
Select the shape, then type to add horizontal text.



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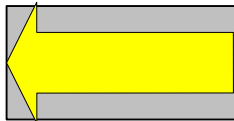


Create this shape first using the Rectangle Tool on the Standard toolbar.

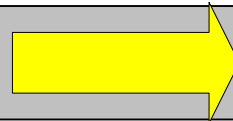
Create this shape second using the Rectangle Tool.

Create this shape last using the Ellipse Tool on the Standard toolbar.

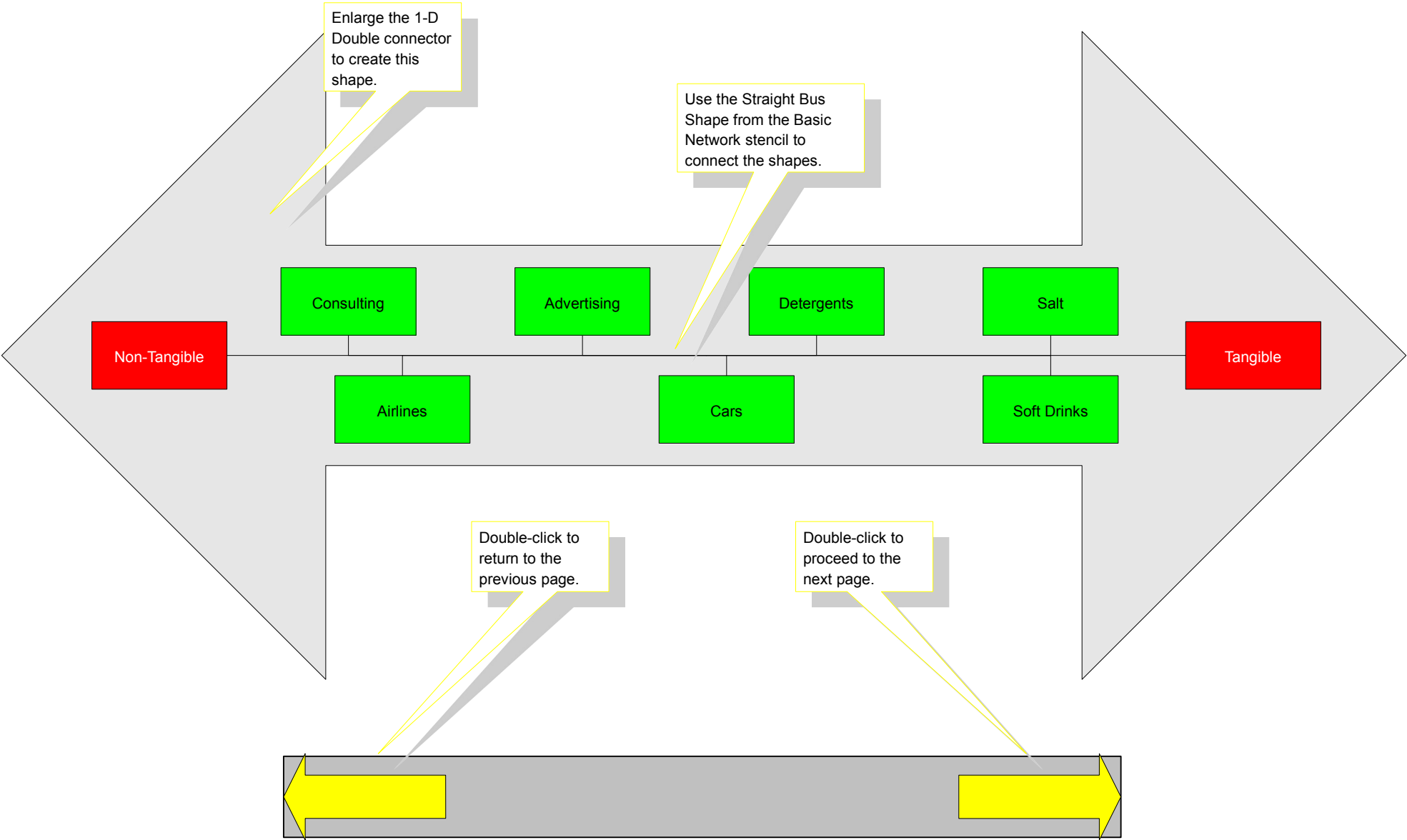
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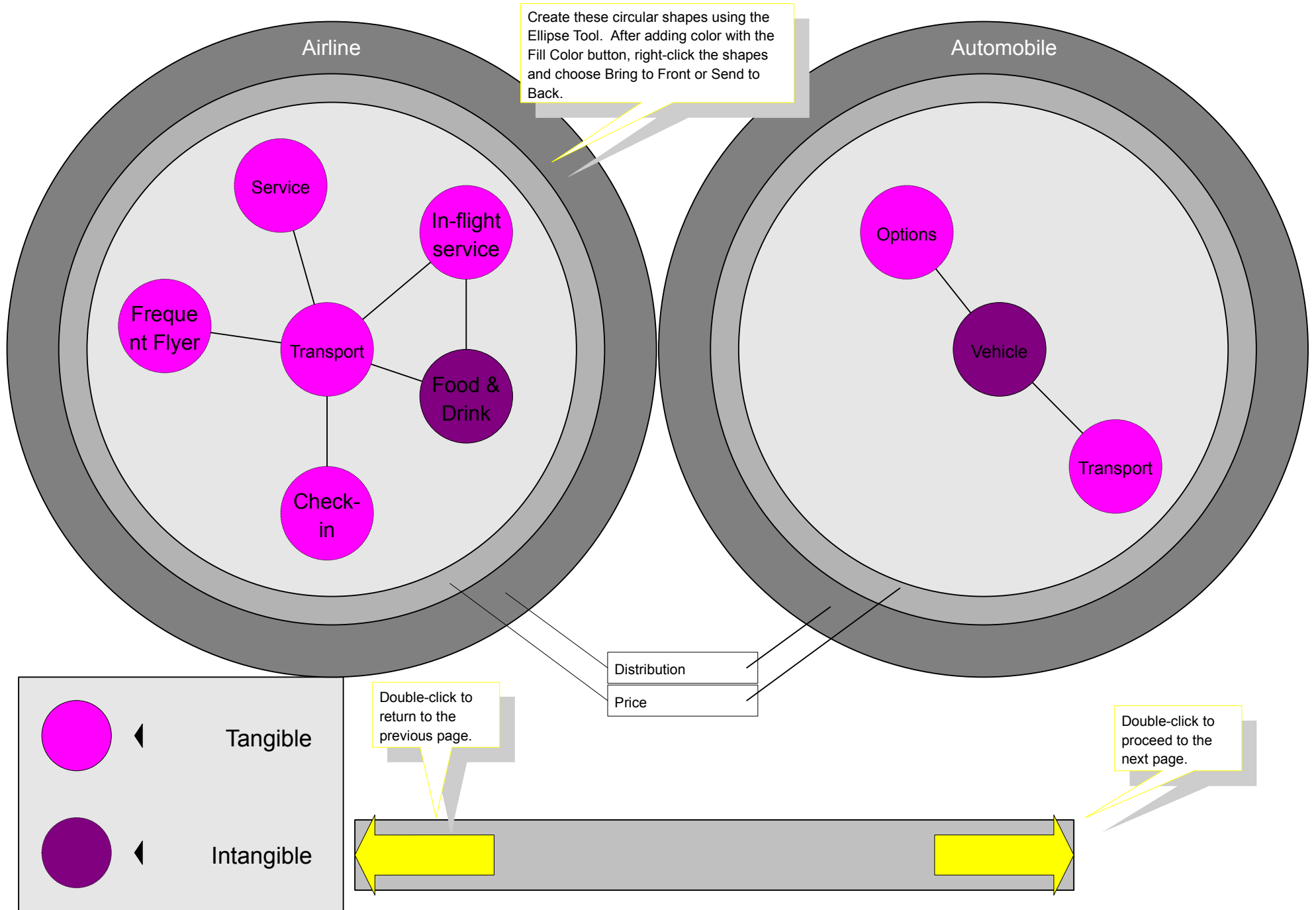


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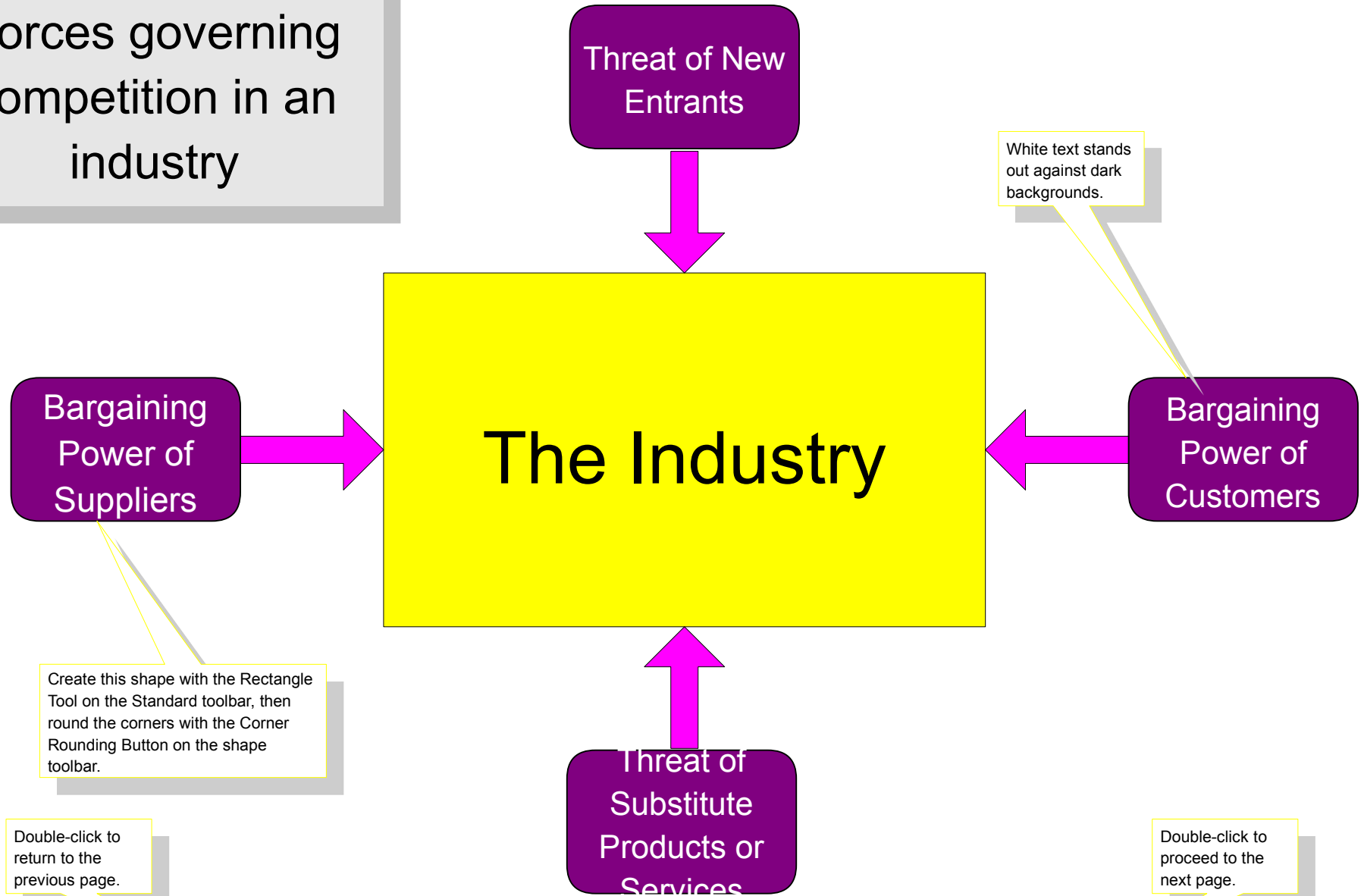


A Goods-Service Continuum





Forces governing competition in an industry



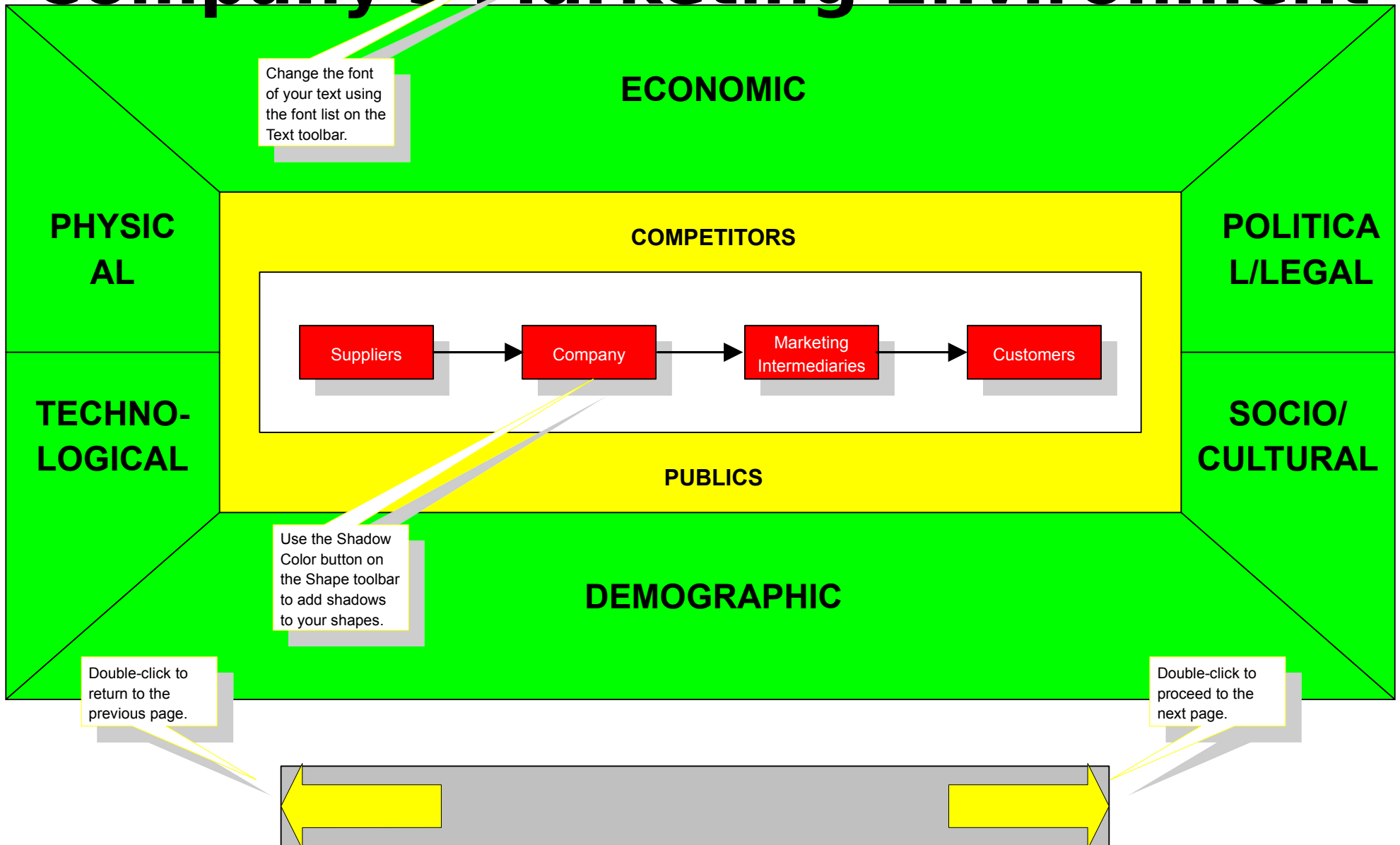
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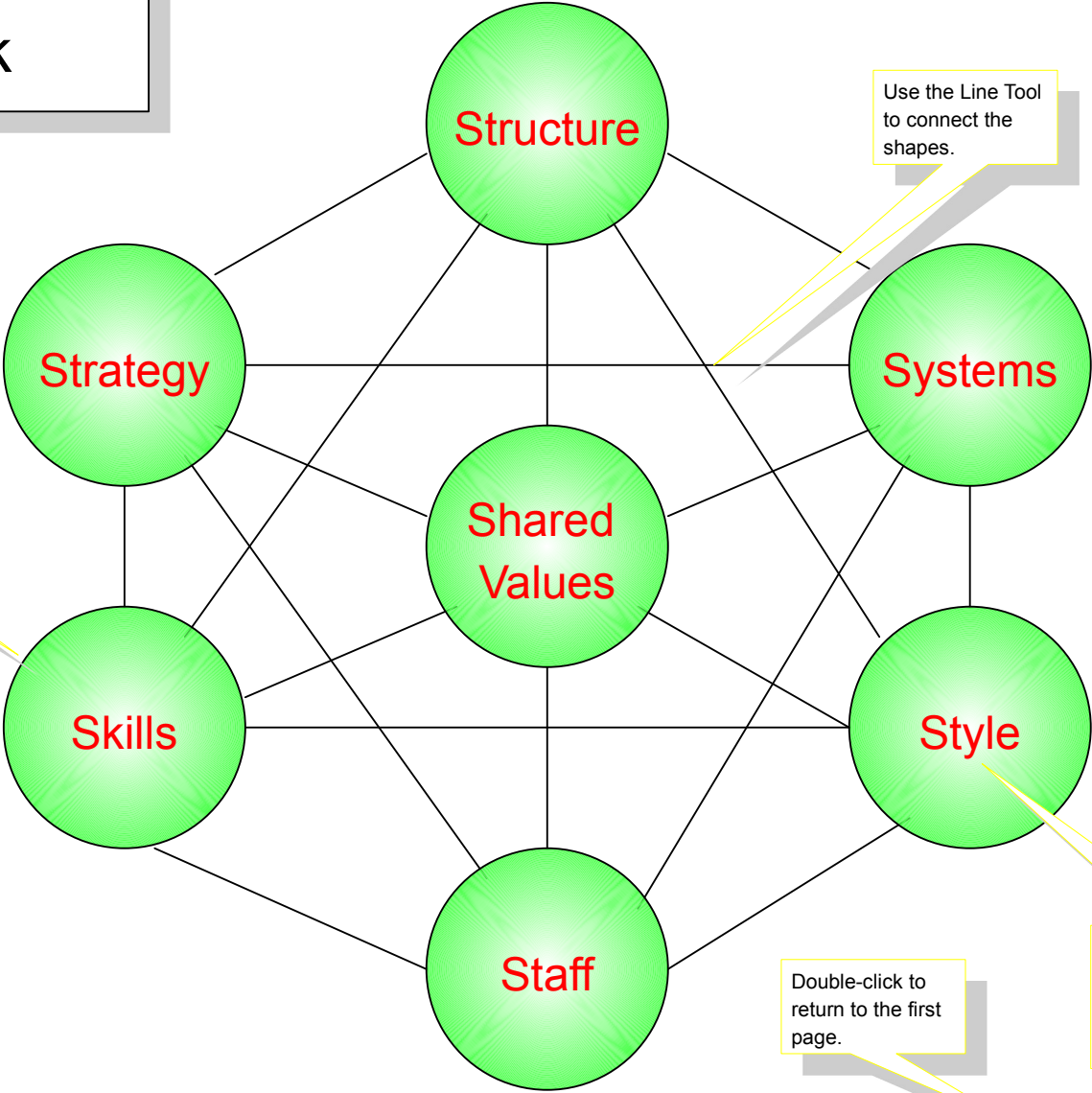
White text stands out against dark backgrounds.

Create this shape with the Rectangle Tool on the Standard toolbar, then round the corners with the Corner Rounding Button on the shape toolbar.

Major Acting Forces in the Company's Marketing Environment



McKinsey 7-S Framework



Use the Line Tool to connect the shapes.

Fill shapes with color patterns instead of solid colors. Click the Fill Color button on the Shape toolbar.

Double-click to return to the previous page.

Double-click to return to the first page.

Add color to your text by clicking the Font Color button on the Text toolbar.

