

# disruption daredevils



**Intelligent Business Strategies  
Exceptional Marketing Solutions**



## **To say the marketplace is unsettling is an understatement.**

With disruptions abound, conventional companies fight obsolescence, while contemporary organizations battle inexperience. Meanwhile, businesses languish in uncertainty, awaiting a practical blueprint to sidestep the disruptive threats.

# driving disruptions

The Cooper Group, Inc. believes disruption is not a challenge to be feared or avoided. Conversely, it is a well-planned strategy orchestrated to gain defensible competitive advantages. We think turbulence is an opportunity that should be purposefully conceived, daringly initiated and skillfully leveraged. Disruption is no longer a liability; it's a valued asset.



# Marketing

... is not a notion; it's a science. The fundamentals are mastered for the purpose of forgetting them – freeing the organization from the constraints of inertia. We improvise and concentrate on what drives long-term success – innovation.

# client centered

**Our goal is to help our clients succeed by piloting confidently through the turbulence, delivering value-added solutions that make sense.**

Our services emphasize:

- 1** Delivering analysis and problem solving
- 2** Offering change implementation
- 3** Building sustainable structural capabilities
- 4** Leveraging information and other assets
- 5** Transforming challenged businesses

We understand that our clients' business needs are complex, requiring tailored solutions for very specific, detailed objectives. We don't believe in off-the-shelf explanations. We appreciate client uniqueness by exploiting their core competencies.

We think and act differently, challenging ourselves and clients to unlock the full potential of their business. We ask the tough questions. We find the hidden gems.





# Strategy

... is more than an idea; it's a culture. It thinks beyond the obvious and acts without limitations. Strategy leverages assets without fearing failure. Strategy doesn't avoid disruption; strategy proudly designs it.

# focused services

**Our client-focused relationship works with executives to: (1) help them make better decisions; (2) transform those decisions into actions; (3) maintain the competitive advantage.**

Since 1998, we have passionately pursued better results for our clients through our quality practices.

## Functional Practices

Our clients want a consultancy that monitors competitive subtleties, industry transformations, and technology developments. We reference years of practical, front-line experience to contribute to our clients' success.

- / Consumer Products
- / Retail
- / Digital Marketing
- / Due Diligence

## Industry Practices

Excellence in functional disciplines can determine an organization's ability to stay abreast of and leverage change. From analytics to strategy, we are devoted to assisting our clients' efforts to build their functional skills and processes with the goal of improving performance.

- / Strategy
- / Marketing
- / Brand Management
- / Business Intelligence

# forward thinking

## Contact Information

For more information about how our disruption daredevils can help your organization achieve its goals, please contact use at:

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