

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 19 MARCH 1982

Remimeo

Finance Series 31

Marketing Series 19

Executive Series 33

EXECUTIVE SUCCESS

"The whole story of marketing is told in just a few words:

"ONE FINDS OR STRENGTHENS OR CREATES A DEMAND.

"The whole story of economics is told in a few words:

"ONE SUPPLIES OR DOES NOT SUPPLY A DEMAND AND GETS
ADEQUATELY PAID OR DOES NOT GET PAID FOR IT.

"The speed with which one can collect information, debug, write immediate bright, applicable, doable programs or evaluations on each area that will handle marketing, economics, delivery and collection and, above all, the speed with which one can get out letters, despatches and telexes based on the programs and get real dones on them back determines the volume of income in any given time period.

"And that's the full essence of executive success."

L. RON HUBBARD
FOUNDER

Assisted by
Ops Chief

Adopted as Official
Church Policy by the

CHURCH OF SCIENTOLOGY
INTERNATIONAL

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