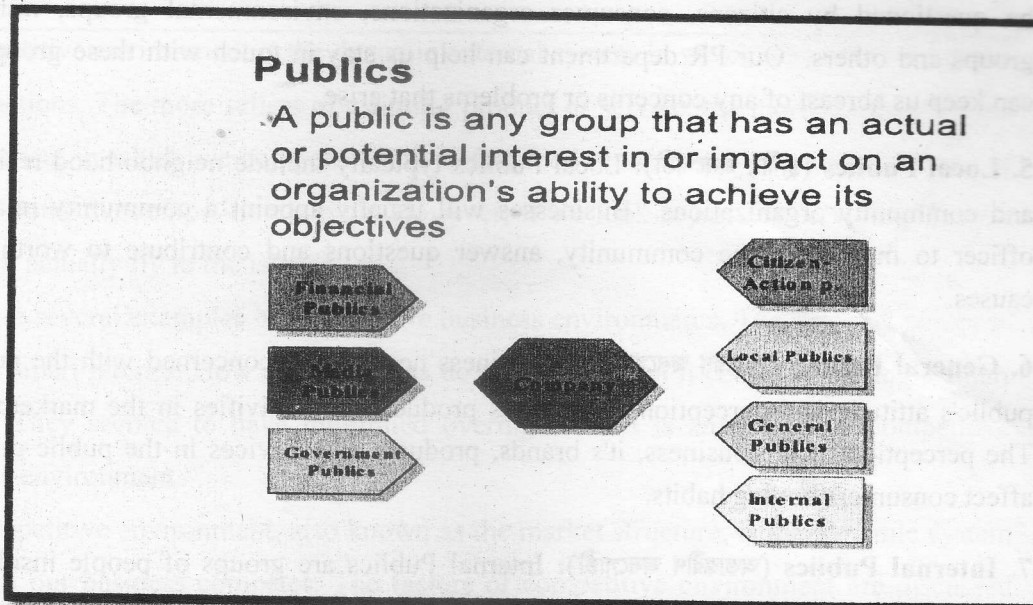


or hinder your ability to get your message out to your customers, and collect value from them.



1. **Financial Publics** (আর্থিক জনগোষ্ঠী): Our relationships with Financial Publics are extremely important. These relationships directly influence our ability to obtain funding for our business. Financial Publics typically include banks, investment houses and stockholders. For example, if a brokerage perceives that we are having issues internally, or your products have deficiencies, then it may give our stock a low rating.

2. **Media Publics** (গণমাধ্যম জনগোষ্ঠী): Media Publics can be extremely valuable, or they can be a thorn in our side. Media Publics typically carry news, features and editorial opinions, delivering them to our customers and other Publics. They include newspapers, blogs, magazines (print and digital), radio (broadcast and internet) and television outlets (broadcast and digital). Having a good relationship with people in the media can make a bad situation for our company "tolerable" or a PR disaster in the eyes of our customers.

3. **Government Publics** (সরকারী জনগোষ্ঠী): Management must take governmental developments into account. We should always keep an eye on the current state of any laws and regulations that effect the production of our products, the day-to-day operation of our business, or the methods we can use to sell our products and services. Marketers must often consult with government officials, their lawyers, and sometimes lobbyists.