



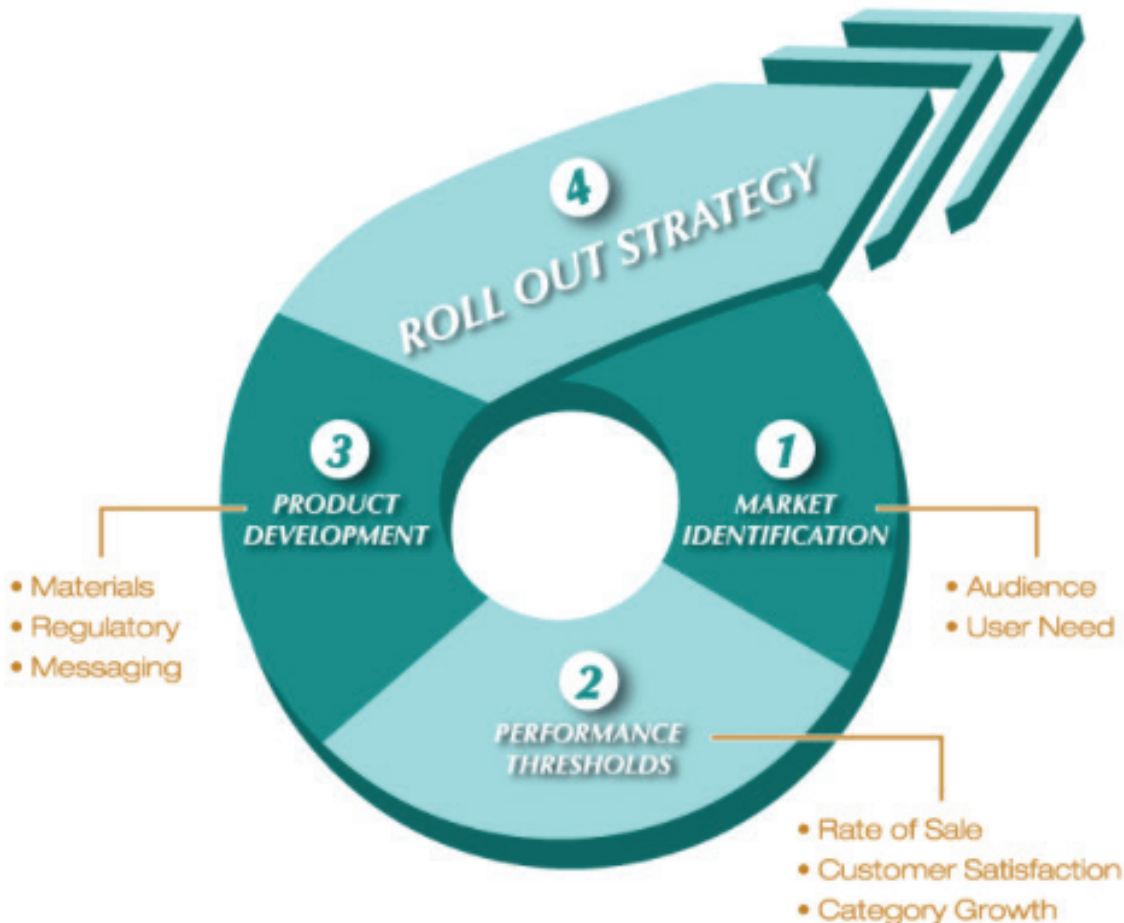
Volume 3 Issue 5

Help us enhance ROI!

We'd like to learn what you are interested in seeing in ROI. Please follow [this link](#) to take a brief survey on SurveyMonkey to tell us what information would be most useful. We look forward to receiving your input!

Bringing product concepts to reality

Test & Learn Strategy for new products



For the details of each of the four steps to a successful test-and-learn launch pad for new products,

[Click here](#)



How to tap into your inner entrepreneurial spirit

By Dave Wendland, CommunityVoice for Forbes Agency Council

Why is the entrepreneurial itch so apparent and ready to blossom when we're 10? And why does it seem to waiver and hide as we age? Perhaps it's the sense of adventure we have when we're youthful. Or maybe it's because our ideas haven't been shot down enough to extinguish the fire burning in our belly.

Let's examine four ways ideas may be generated to fuel your entrepreneurial spirit...[Read more](#)

Dave's insights from Health:Further Festival 2017



Never heard of Health:Further Festival? Click on the image above to see Dave's summary of this year's event.

Upcoming events



Popular posts

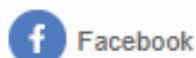
[Home health care and community pharmacy: The opportunity](#)

[Resolution: Investigate foreign products and store trends](#)

[Make shoppers' online experience as close as possible to being in store](#)

Buyer meetings may be the retailer's first impression of your brand. Make sure it is a positive one!

HRG recently published, [The Most Important 20 Minutes of Your Year, Buyer Presentations: A Guide for CPG Manufacturers](#). After helping many CPG manufacturers improve their buyer presentations over the last several years, we decided to author an e-book that offers an overview of key elements that should be considered when crafting the important presentation. With 35+ years of HBW industry expertise, we can help you create a dynamic, memorable presentation. [We offer three packages](#) to help you put your best foot forward. Contact us to learn more!



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