

Decision Maker: Your Audience Determines
the Best Choice

1 Define you target audience.	2 What kind of information do you have to present?	3 What's more important to you?	4 The solution you should look at first is ...
Very Small	Detailed	Price	Budget DTP
		Contact	High-End Presentation
	Overview	Price	Budget Presentation
		Contact	High-End Presentation
Very Large	Detailed	Price	Budget DTP
		Contact	High-End Presentation
	Overview	Price	Usability Presentation
		Contact	High-End Presentation
Geographically Dispersed	Detailed	Price	Budget Online Publishing
		Contact	High-End Presentation
	Overview	Price	Budget Online Publishing
		Contact	High-End Presentation