

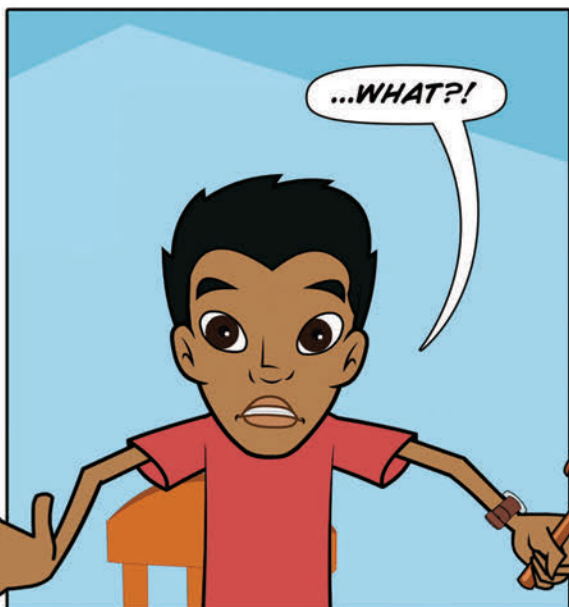
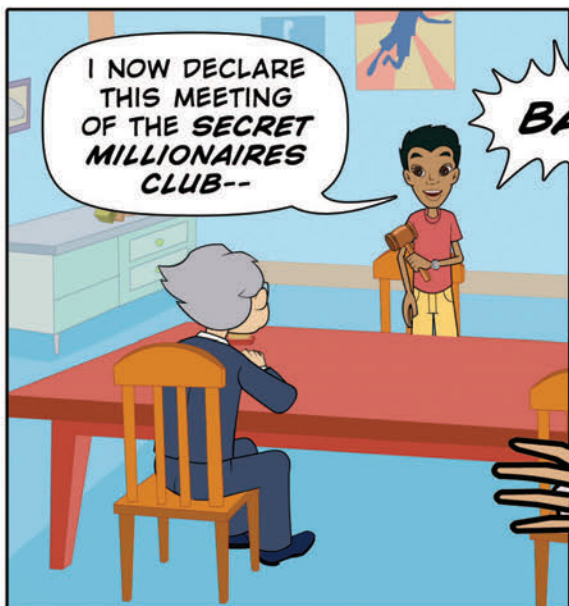
GENIUS BRANDS INTERNATIONAL & ARCHIE COMICS PRESENT:

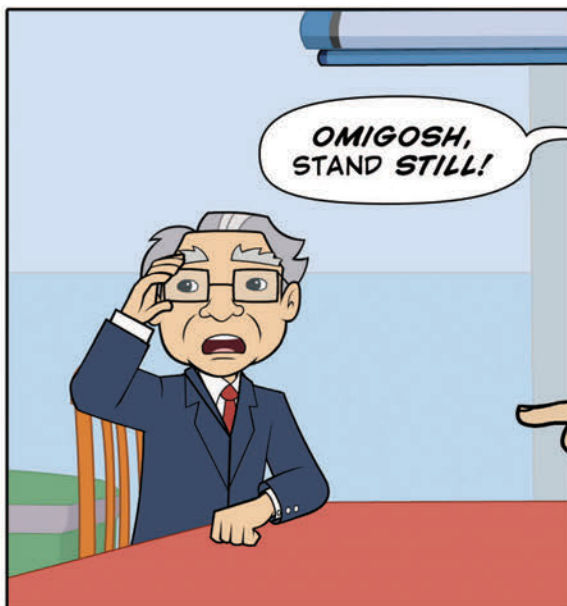
Secret Millionaires Club. #14

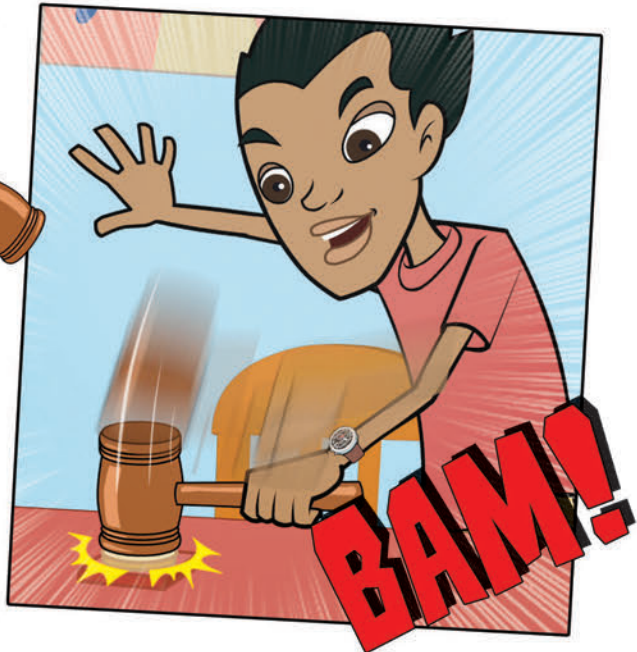
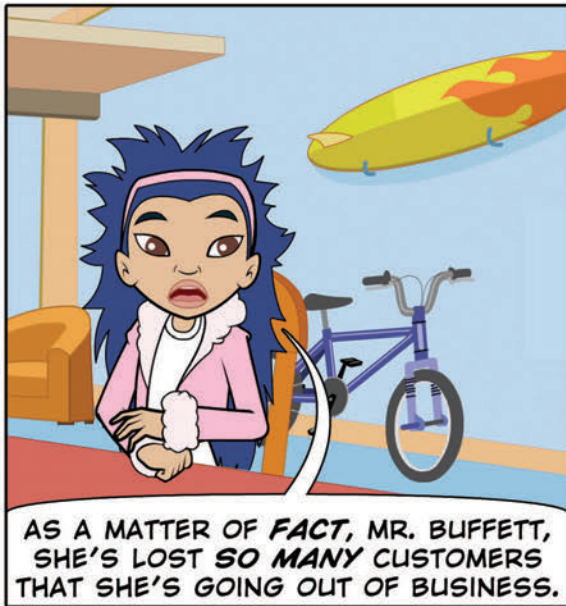
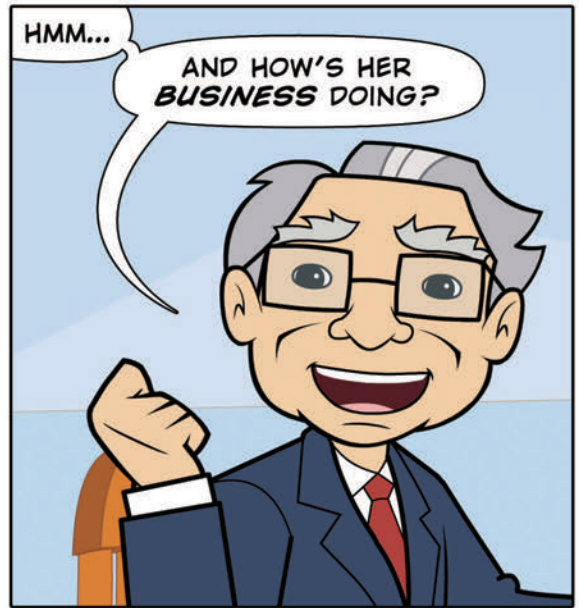
FEATURING
WARREN
BUFFETT

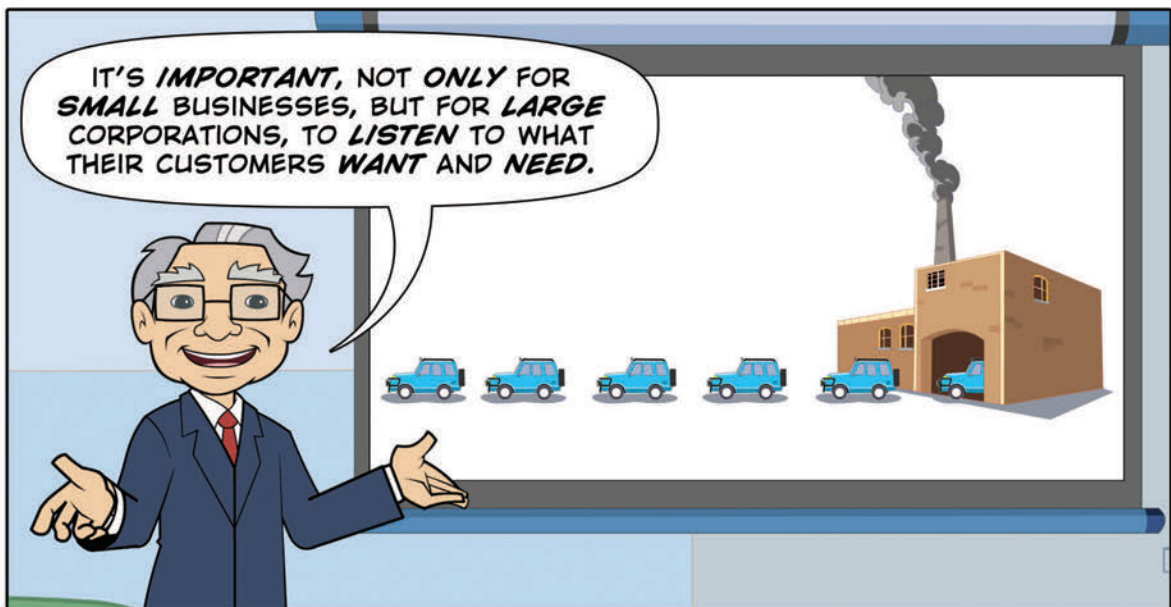


IN THIS ISSUE:
"SORRY, I CAN'T
HAIR YOU!"









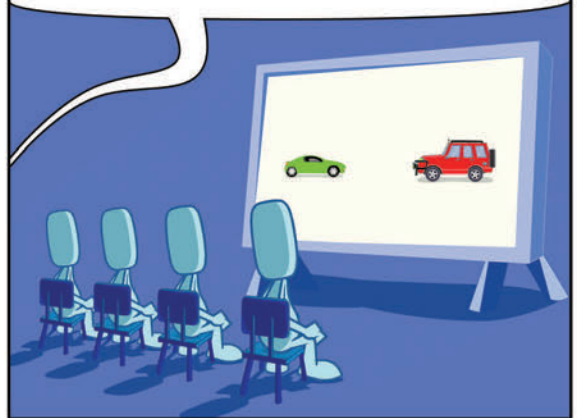
FOR EXAMPLE, **AMERICAN AUTOMOBILE** MANUFACTURERS DIDN'T RESPOND TO THEIR CUSTOMERS' DESIRE FOR **SMALLER, FUEL EFFICIENT CARS**, AND **LOST BUSINESS** TO THEIR **FOREIGN COMPETITORS**.



A GRIM
PORTEND...

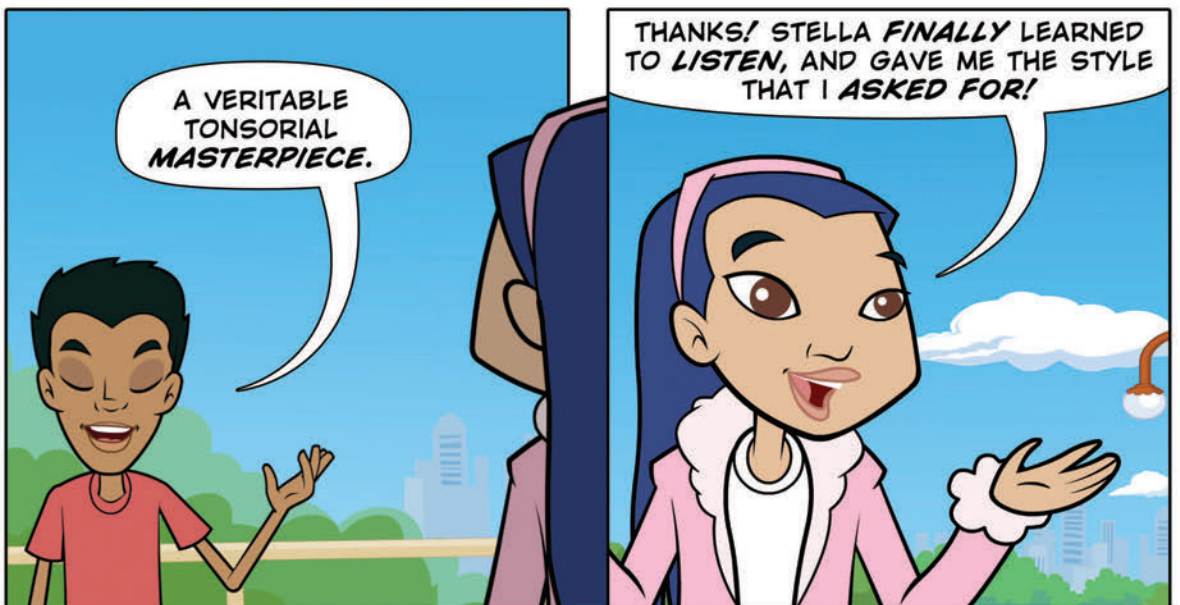
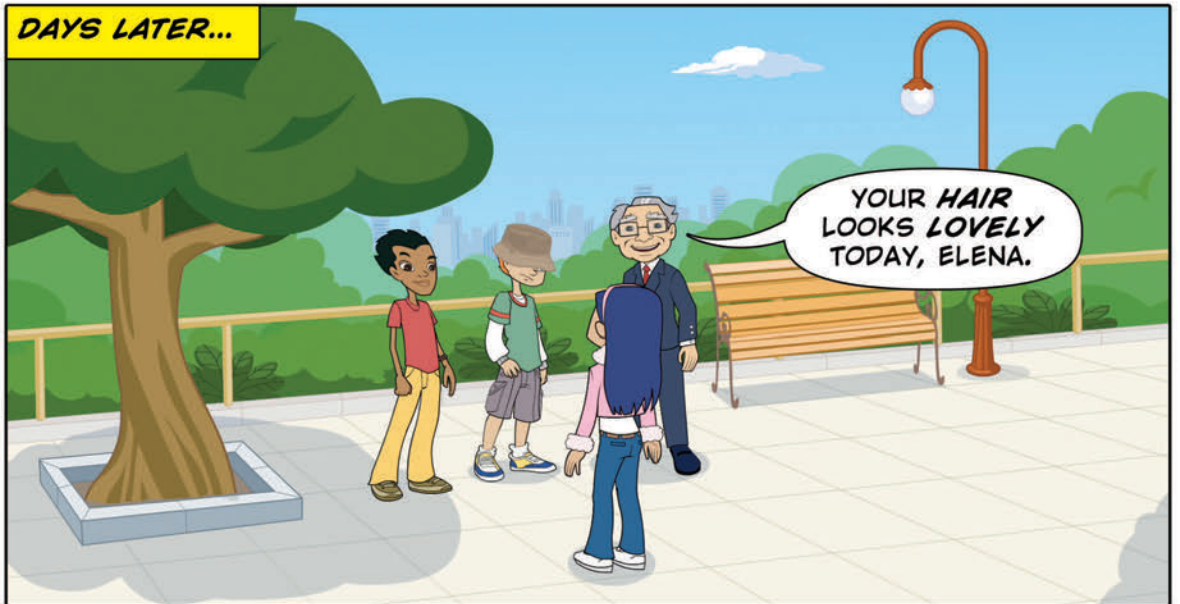


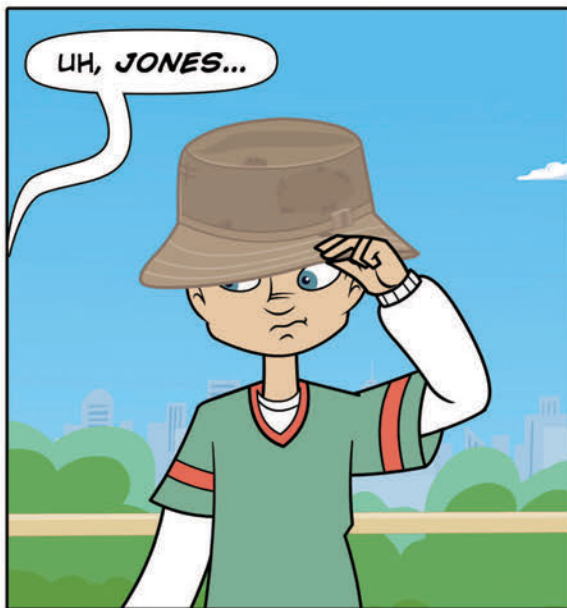
RIGHT. SO **SMART** BUSINESSES DO **RESEARCH** TO UNDERSTAND THEIR CUSTOMERS--LIKE USING **SMALL, REPRESENTATIVE GROUPS** OF PEOPLE, CALLED **FOCUS GROUPS**, TO LEARN WHAT THEIR **CUSTOMERS WANT**.



WHEN **AMERICAN CAR** MAKERS **LISTENED** TO THEIR CUSTOMERS AND INCLUDED **HYBRIDS** AND **SMALLER CARS** IN THEIR PRODUCT MIX, THEY SAW **SALES INCREASE**.









WORDS FROM WARREN

Hey kids, Warren Buffett here!

A successful business does a terrific job of communicating with customers. The best way for managers of a business to communicate is to ask questions, and to always listen. This way, a business can take care of their customer, and the customer will take care of them. Good communication allows businesses and individuals to develop and to keep growing. You can develop good communication habits in life by questioning and listening-- you should ask "why" and "why not?" So remember: Good communication is important. Learn to question and listen, and know that there is no such thing as a bad question or a dumb question.

