

doesn't ensure good placement even for large ads. Industry-specific trade press and magazines are still a minor force, although general business magazines are popping up. Radio continues to be a popular means of reaching many people, although many live reads are used instead of fully-produced ads.

Western firms have driven up the prices of television advertising and mega-multiple channels of cable television have not yet arrived. This means few domestic firms can afford to advertise on TV now. Videos are viable alternatives for in-store or trade show demonstrations.

Although firms are using these tools with increasing frequency, selling through the mail and over the telephone are still difficult because of the country's developing infrastructure. One firm that makes most of its sales of kitchen utensils sells over the phone to shops all over Poland.

Another firm wasn't aware 5% is a good return on direct mail and believes it must increase its return to 20% to be profitable.

Public relations was a large topic of interest for PAEC members. News editors are inundated with press releases so it has become more difficult to get publicity for company news. The clubs and some firms have been quite successful writing articles, giving lectures, and being interviewed on radio and TV.

In conclusion, both physical and mental aspects of distribution are improving. Promotion has been taken to heart by many Polish business people. More importantly, there are small business owners that are embracing western marketing concepts and being successful in using them.

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