

Wallrich.

CREATIVE COMMUNICATIONS

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“You cannot not communicate.”

—Paul Watzlawik

Welcome. This is our chance to wow you. To woo you. To do a mating dance employing every business insight and smarty-pants observation we have in our quiver. And we would, except that a lot of really smart people have pretty much already said everything we believe in. More succinctly than we could have. Funnier too. So we've left it to the advertising and design greats who came before us to sum up the Wallrich communications philosophy. Of course we've prettied things up for your amusement — and ours. And we've tossed in a few quotations that are purely for grins.

Let's see, brilliant thinking, artfully presented, leavened with a wry smile or two. As communications philosophies go, that sounds about right.

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