

## Company Profile

**Company Focus:** **curth+roth - vision to reality** – We provide the navigation data for unerring marketing decisions.

We analyze markets from customer's point of view and ensure safe investments and communication strategies.

**Business Areas:**

- ◆ Innovation Management
- ◆ Planning
- ◆ E-Business Consulting
- ◆ Market Research

**Philosophy:** Our mission is "vision to reality". The idea behind it is "visioneering", a focused act of creation, turning your vision into successful brands and products.

We analyze and consult in an open-minded and unconventional manner, with critical distance and passion, which is the motivational power for the entire company.

We are neither magicians nor preachers but deliver tangible recommendations and thriving strategies based on straight methods.

A multi-perspective and the will to perfection is our mark of quality. curth+roth<sup>vtr</sup> consultants are marketing-experts, communication specialists, sociologists and psychologists.

curth+roth<sup>vtr</sup> is not a "classical" market research institute, not a classical consulting company. curth+roth<sup>vtr</sup> has a broader perspective:

curth+roth<sup>vtr</sup> offers the integration of marketing know how along the whole product life cycle.

From product development – we call it market-oriented innovation management – to brand development and planning curth+roth<sup>vtr</sup> works independently and on a basis of mutual trust and cooperation.

A simple crosshair graphic consisting of a vertical line and a horizontal line intersecting at the center.

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