



Rolling with the Punches. Managing Tough MarCom Budget Decisions During Challenging Times.

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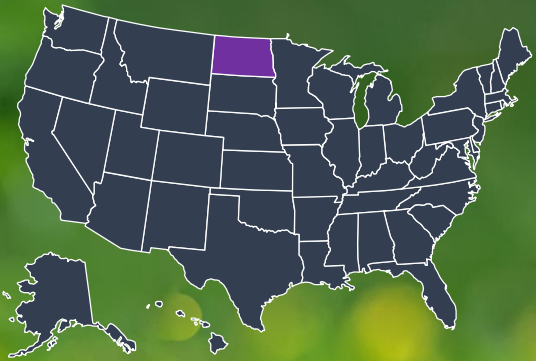
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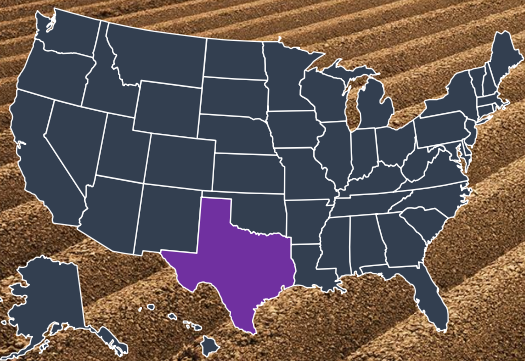
More cows than people

There are about 1.85 million beef cattle in North Dakota. That's almost 2½ cattle for every person in the state.



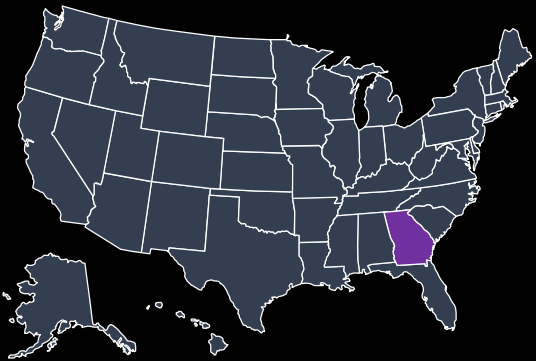
Most farms in the U.S.

Texas has not only the most farmland in the United States but also the most farms, nearly 250,000.



Invention of Coca-Cola

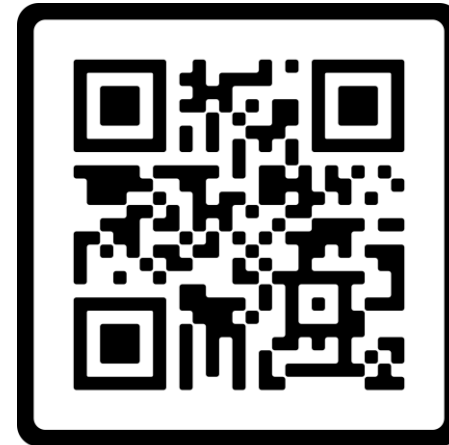
The drink was invented by pharmacist John Pemberton in 1886, and it was first sold at a drugstore in Atlanta.





Interested in MarCom Budget benchmarking?

By the Numbers at shsmd.org





Questions?

Please be sure to complete the session evaluation!

