

# MARKETING

# UMDNJ Booklet

# University of Medicine and Dentistry of New Jersey



# The Art of Teaching

The collage consists of five distinct photographs arranged in a grid-like pattern. Top left: A man in a white lab coat and glasses, identified as Ralph Waks, a professor of clinical neurology, pointing at a large screen displaying multiple brain scans. Top right: A man in a white lab coat and glasses, identified as Joseph Abbott, a third-year medical student, looking down at a book or notes. Middle left: A man in a white lab coat and glasses, identified as Michael S. Sparer, a professor of clinical pediatrics, smiling. Middle right: A man in a white lab coat and glasses, identified as Robert M. Martino, a professor of pediatric infectious diseases, also smiling. Bottom left: A photograph of an operating room with two surgeons in blue scrubs and caps performing surgery on a patient. Bottom right: A woman in a white lab coat and stethoscope, identified as Jennifer Adams, a professor of clinical pediatrics, smiling and holding a small child.

# MARKETING

## Ads for The Package Depot

### HOW TO SEND A UKE TO DUBUQUE.

If you have a gift for someone far away, why not send it the easy way?

At The Package Depot, we can take just about anything you give us and wrap it, pack it, insure it, and send it for you. Anywhere. By UPS, Parcel Post, air express, truck, rail, or mail. We have all the boxes and cartons right on hand.

The Package Depot. The one-stop shop for sending anything anywhere.



Morristown  
22 Pine St.  
201.285.1224

Millburn  
109 Main St.  
201.467.8093

### HOW TO SEND A CANOE TO KALAMAZOO.

If you have a gift for someone far away, why not send it the easy way?

At The Package Depot, we can take just about anything you give us and wrap it, pack it, insure it, and send it for you. Anywhere. By UPS, Parcel Post, air express, truck, rail, or mail. We have all the boxes and cartons right on hand.

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201.285.1224

Millburn  
109 Main St.  
201.467.8093

### HOW TO SEND A TOBOGGAN TO SHEBOYGAN.

If you have a gift for someone far away, why not send it the easy way?

At The Package Depot, we can take just about anything you give us and wrap it, pack it, insure it, and send it for you. Anywhere. By UPS, Parcel Post, air express, truck, rail, or mail. We have all the boxes and cartons right on hand.

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# MARKETING

Prudential Insurance  
Pocket Folder

*For people  
like you  
from  
the people  
at Pru.*



Prudential



# MARKETING

## Real Estate Brochure

### • THE LOCATION •

The strategic advantage of excellent location is the central strength in any endeavor. General Washington knew this. At the time of the Revolution, Bedminster was an important meeting place and way-station for Washington and his staff, and it was here, in the hills above what is now the Bedminster One corporate estate, that Washington secured the Artillery Division of the Continental Army.

This site is today no less strategically situated. Here, at the crossroads of Interstate Highways 287 and 78, along Routes 202-206, Bedminster One is ideally positioned for business success. From this auspicious vantage point, the activity and prosperity of both the New York and Philadelphia markets are conveniently accessible. There are, in the immediate area, four local airports, and the modern Newark International Airport is only 20 minutes away.

Companies located in Somerset County draw upon one of the largest white collar labor pools in the nation. In terms of wealth as measured by median family income, Somerset ranks thirteenth in the nation, indicating a large professional population.

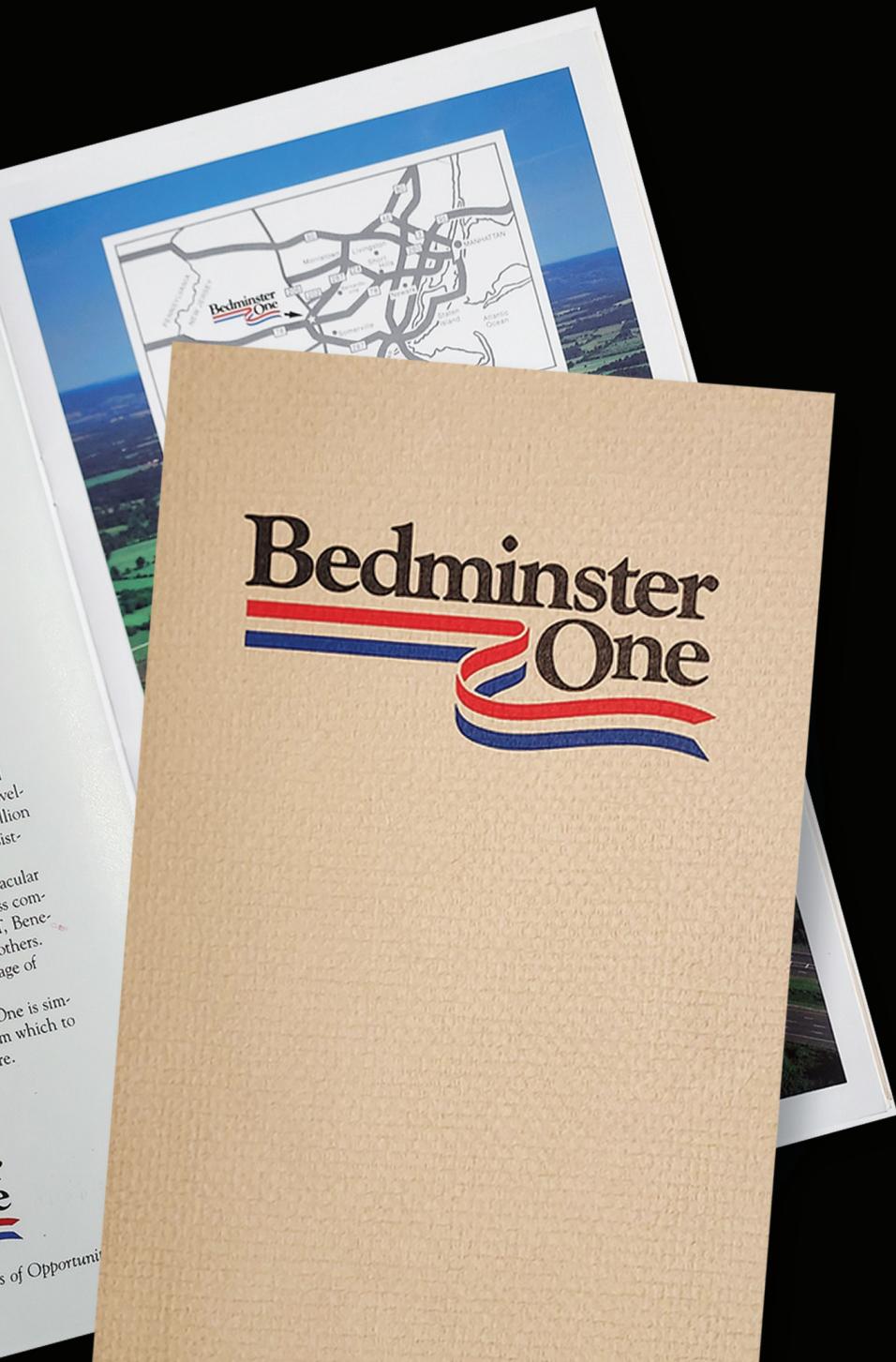
This is truly one of the "growingest" areas in the United States. Over 15,000 acres zoned for industry are yet to be developed, and the industrial growth rate is approximately 1.7 million square feet per year. Taxes here are low, and Somerset consistently enjoys the lowest unemployment rate in New Jersey.

Bedminster One is situated at the heart of this spectacular growth. Your corporate neighbors in the thriving business community along the Interstate 287 corridor include AT&T, Beneficial, Chubb, Exxon, Johnson & Johnson, and many others. Within walking distance the friendly and historic village of Pluckemin boasts every essential amenity.

All of this adds up to one thing—Bedminster One is simply one of the choicest locations in the country from which to conduct business, convenient to all that you require.

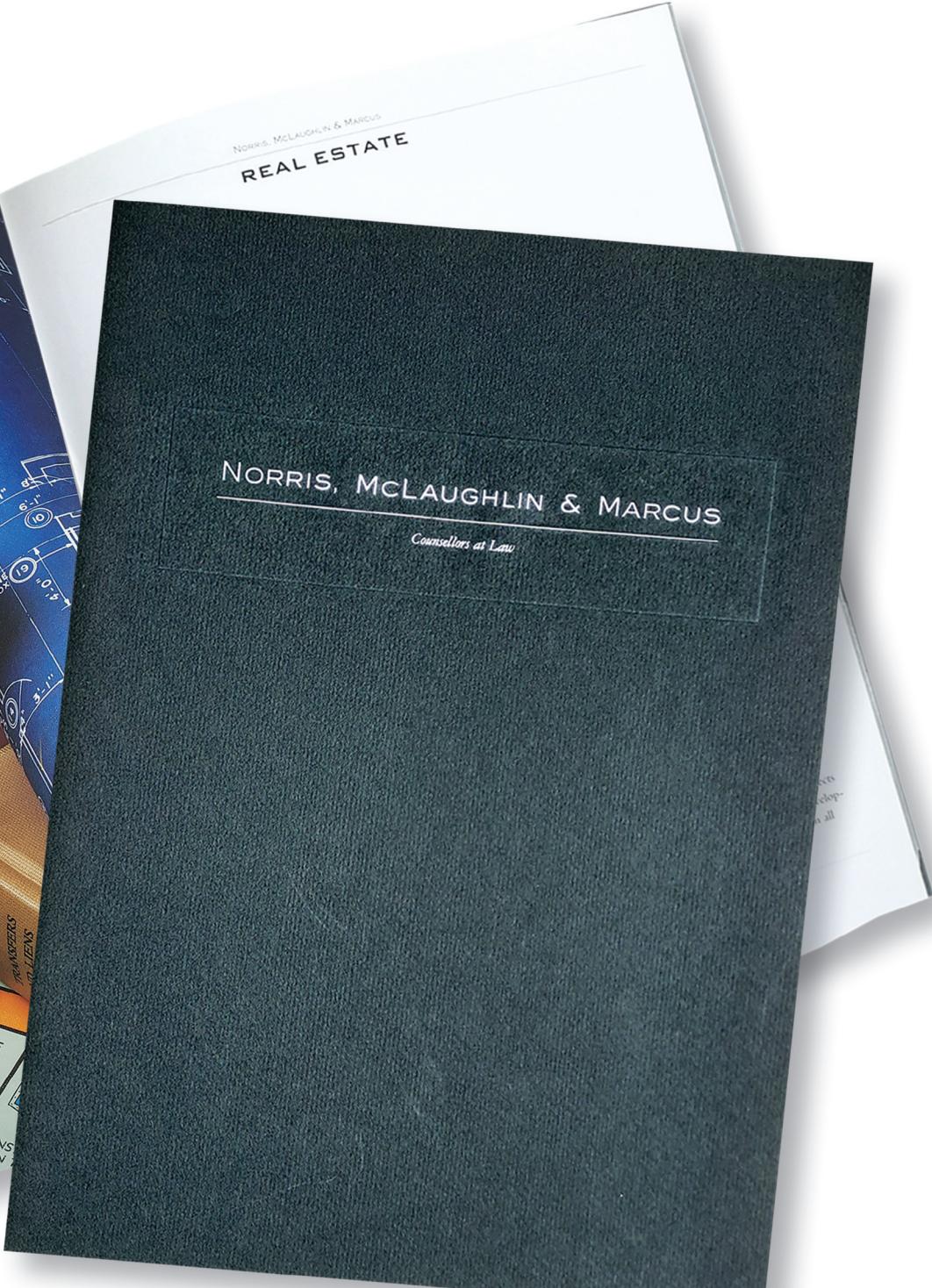


A Corporate Estate at the Crossroads of Opportunity



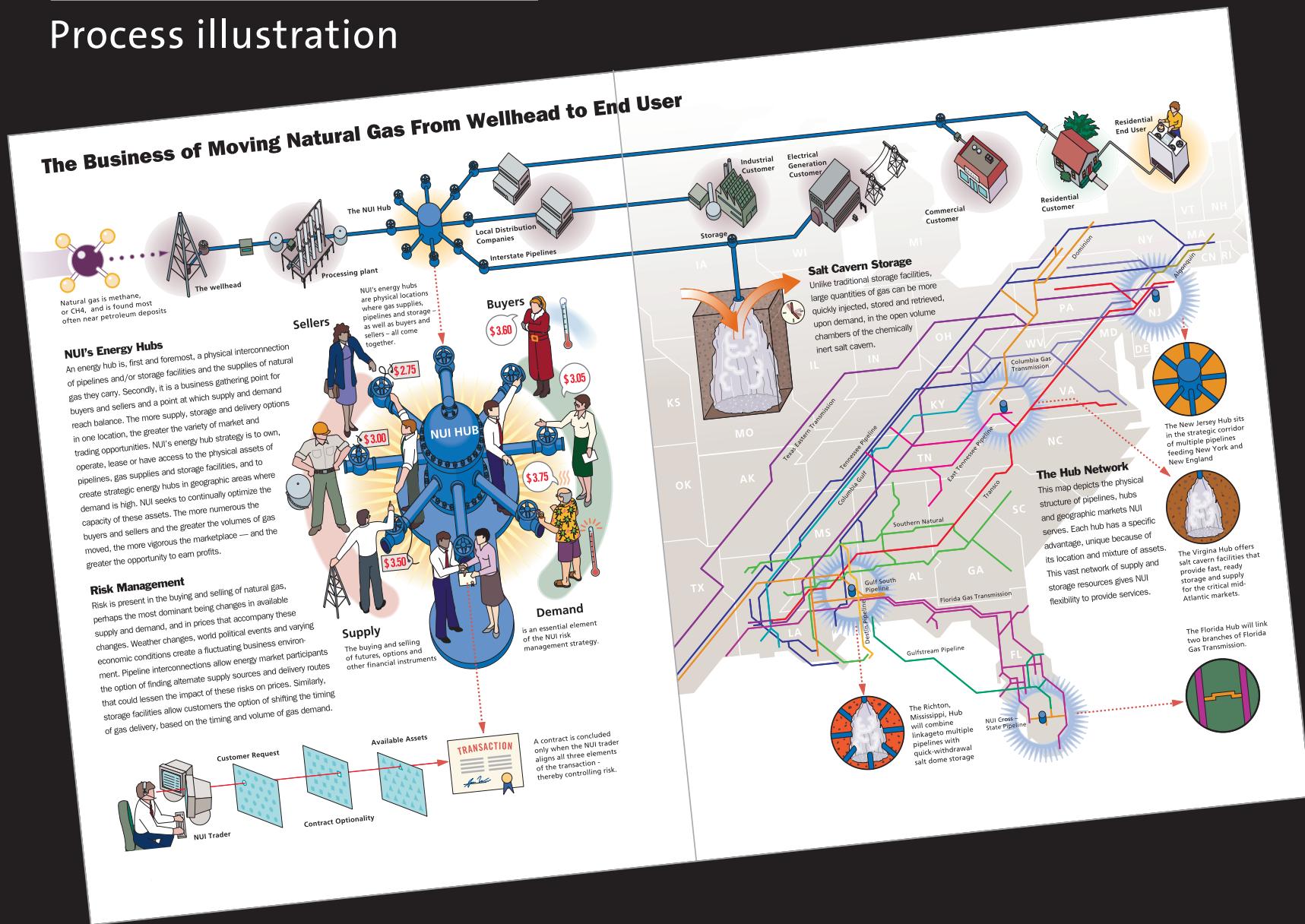
# MARKETING

## Law Firm Brochure



# MARKETING

# Process illustration



# MARKETING

## Website for Middlesex Water Co.

The screenshot shows the homepage of the Middlesex Water Company website. The header features the company's logo and name, "MIDDLESEX WATER COMPANY", above a banner that reads "Providing Water, Wastewater and Related Products and Services". Below this is a large image of water with the tagline "A World of Water... Delivered.". The navigation menu includes links for "About Us", "Our Services", "Customer Care", "Investor Relations", "LineCare", "Press Room", and "Careers". A "Latest News Update" section highlights three recent stories: "Tidewater Utilities Files for Rate Increase", "New Tidewater Wastewater Treatment Facility Benefits Residents, County Government and the Environment", and "Middlesex Water Company Offers Tips Against Frozen Water Meters and Pipes". To the right, there is a "Comprehensive Suite of Solutions" section with an image of two pipes, followed by a detailed description of their services and a link to a brochure. Another section provides information about water emergencies, webcasts, and stock market data (NASDAQ: MSEX \$15.84). A green box on the right contains "Water Conservation Tips". The footer includes links for "Site Map", "Privacy Policy", and "Legal Disclaimer", along with a copyright notice: "© 2009 Middlesex Water Company. All rights reserved. Designed by Roessner & Co."

# MARKETING

## Website for BCN Telecom

The screenshot shows a web browser window displaying the BCN Telecom website. The address bar shows the URL <http://www.bcntele.com/>. The page features a red header with the BCN Telecom logo and navigation links for AT A GLANCE, DELIVERY, AGENTS, and CONTACT. Below the header is a large image of a mobile phone and a keychain with a BCN Telecom logo. Text on the left side of the page reads: "One Solution tailored for one customer... crafted from a best-in class portfolio of carriers and business partners into significant savings matched with Five Star service. Expectations exceeded." The right side of the page has sections titled "At A Glance", "Experience Excellence", "Comprehensive Analysis", "Custom-Designed Solutions", "Flawless Delivery of Service", and "The Total Solution from One Source". The footer contains links to Home, At A Glance, Disclosures, Agents, Contact, Privacy Policy, Sitemap, and a copyright notice: "This site and all content is copyright © 2009 BCN Telecom. :: Website design: Roessner & Co."

BCN Telecom

http://www.bcntele.com/

Most Visited SmarterMail Login - ... workchannel - home Getting Started Latest Headlines Click to Give @ The ... Email & More

HOME FAQ'S

The Best  
**BCN**  
Telecom  
Product. Service. Support.

CUSTOM-DESIGNED SOLUTIONS

One Solution tailored for one customer...  
crafted from a best-in class portfolio of carriers  
and business partners into significant savings  
matched with Five Star service.  
Expectations exceeded.

AT A GLANCE | DELIVERY | AGENTS | CONTACT

SITE SEARCH  GO

RESIDENTIAL SIGNUP | BUSINESS SIGNUP | NEWS

**At A Glance**

**Experience Excellence**

A commitment to excellence at every level ensures uncompromised service and customer satisfaction. The One Source solution is achieved through precise application of superior components.

**Comprehensive Analysis** of your business or residential voice and data needs begins the evolution to a higher standard. Complex problems are analyzed and simplified through precision design. Your solution is defined at savings of up to 40 percent.

**Custom-Designed Solutions** are tailored to your requirements. Our best-in-class portfolio of carriers allows a seamless transition to an integrated voice, data and internet suite crafted to maximize your business outreach and efficiencies.

**Flawless Delivery of Service** bonds progressive technology with our connected customer care. We share your demand for excellence and become your partner in success.

**The Total Solution from One Source**

Home :: At A Glance :: Disclosures :: Agents :: Contact :: Privacy Policy :: Sitemap  
This site and all content is copyright © 2009 BCN Telecom. :: Website design: Roessner & Co.

# MARKETING

## Website for Far Hills Country Day School

The website for Far Hills Country Day School is displayed in a web browser window. The header features the school's logo and name, "FAR HILLS COUNTRY DAY SCHOOL". The main content area includes a section titled "Our Strategic Plan" with the subtitle "The Way Forward - 21st Century Excellence". Below this, there is a section titled "Educational Directions" with the subtitle "Evolving to a 21st Century Education". The page also contains sections on "Future Challenges" and "Our Strategic Goal". A sidebar on the left lists various menu items. A photograph of children and staff in a hallway is shown on the right.

**FAR HILLS COUNTRY DAY SCHOOL**

Most Visited SmarterMail Login ... workchannel - home Getting Started Latest Headlines Click to Give @ The ... Email & More

http://www.fhcds.org/ Google Search Go

**Our Strategic Plan**  
**The Way Forward - 21st Century Excellence**

**Educational Directions**  
"Evolving to a 21st Century Education"

**Future Challenges:**  
In our world, change is exponential. Today's students must be prepared for jobs we have not yet imagined and for solving complex global problems.

As a result, the scope of what it means to be educated in the 21st century has changed and will continue to change.

Traditional literacy and foundation skills continue to be essential, but they are no longer sufficient. The 21st century demands that students develop and hone new skill sets. [Click here for video.](#)

Thriving in the 21st century will require new levels of ability to:

- Access, read, synthesize, and evaluate electronic information quickly and efficiently
- Harness multiple technologies for many purposes and audiences
- Possess multicultural literacy – the ability to understand and appreciate similarities/differences in customs, values, and beliefs of cultures
- Communicate, collaborate, and lead across cultures and in other languages
- Understand global interdependence and global economies.

**Our Strategic Goal:**  
Strengthen and align our curriculum with the evolving educational and developmental needs of our students, while preserving Far Hills Country Day School's character, strengths, and values.

Once the kindergarten learned about architectural plans, they made their own! Pictured here are (clockwise): Kindergarten assistant Maryellen Casse, Olivia Dillon, Miles Berry, Erica Edman, and Ella Warnock as they diagram the front hallway.

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# MARKETING

## Ortho Pharmaceuticals Brochure

A leader in monoclonal antibody technology, Ortho Biotech Division was the first to discover, market and manufacture a monoclonal antibody for therapeutic use. Research continues in this area including investigation of chimeric, or human, antibodies to eliminate antibody rejection by the immune system.

Recognizing its contribution to transplant medicine, ORTHOCLONE OKT<sup>3</sup> was awarded the 1986 Nephrology Award for advancement in transplantation.

Kidney rejection reversal is only the first application for ORTHOCLONE OKT<sup>3</sup>. Heart and liver transplant rejection treatments are pending FDA approval. Indications in clinical trials or early research include renal and liver prophylaxis, autoimmune diseases, diabetes, rheumatoid arthritis, multiple sclerosis and myocarditis.

In addition, successor drugs are under development. For example, pre-clinical tests indicate that transplant patients may receive ORTHOCLONE OKT<sup>3A</sup> as a prophylaxis to prevent rejection. Other antibodies are under active review as licensing candidates or research projects that will help improve the therapy of transplant medicine.

### II. Growth Factors

Recombinant DNA technology is the cornerstone of efforts at the Ortho Biotech Division to develop and market a variety of growth factors such as hematopoietic factors. Produced naturally by the body, these hematopoietic substances promote the growth of specific cells.

Biotechnological efforts to produce these crucial blood factors impact a variety of medical conditions, including platelet deficiency disease and therapy-related infection.



5

### Business Groups

Ortho  
Pharmaceutical  
Corporation

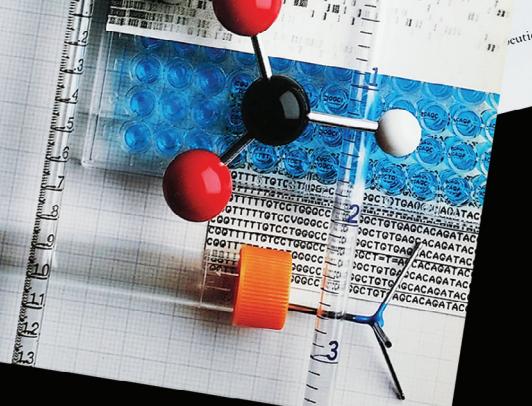
and marketing efforts  
focus on

Marketed by the Biotech Division  
in the United States and in over 25  
countries by the Johnson & Johnson  
European affiliate Cilag. ORTHOCLONE  
OKT<sup>3</sup> is used to reverse acute rejection  
in transplant patients. As many  
as 1,000 U.S. undergo  
approximately 10,000  
rejection episodes each year.  
Kidney trans-

### Biotech Division

for reversing  
acute rejection  
has involved  
the use of  
ORTHOCLONE OKT<sup>3</sup> in a  
variety of ways. It can be tar-  
geted to T-cells while  
they are still active. By specifically  
targeting T-cells, ORTHOCLONE OKT<sup>3</sup>  
doses of ORTHOCLONE  
OKT<sup>3</sup> produce flu-like symptoms  
such as fever, chills or, less frequently,  
vomiting or tremors. How-  
ever, these symptoms generally do not  
occur with later doses. Twenty-four to  
36 hours after ORTHOCLONE OKT<sup>3</sup> is  
discontinued, the T-cells reappear and  
leave no apparent long-term effects on  
the immune system.

The Biotech Division has estab-  
lished a strong franchise in the field of  
transplantation with this milestone  
product which is used in all kidney  
transplant centers in the United States.



# MARKETING

## Dun & Bradstreet Brochure

The image shows a stack of marketing materials for Dun & Bradstreet. At the top is a booklet titled 'The Graduate Leadership Program' with a yellow cover featuring a collage of photos of diverse individuals. Below it is a larger brochure with a white cover. The top section of the brochure features a photo of a smiling man and the headline 'A Rich History with a Dynamic Future'. The middle section contains a testimonial from Shakeel Rangrez of NYU Stern School of Business, followed by a blue rectangular graphic containing text about the Graduate Leadership Program. The bottom section highlights the acquisition of Hoovers in 2003 and the achievement of 100 million records in 2005. The overall design uses a blue and white color scheme with a professional, corporate feel.

**A Rich History with a Dynamic Future**

The D&B brand is built on a rich history and a valuable proprietary quality assurance process known as DUNSRight. Using DUNSRight, we collect, aggregate, edit and verify information from thousands of global sources every day. As a result, we have the world's largest and highest quality commercial business information in the market. In 2005, we celebrated a milestone when our database surpassed 100 million records.

The Graduate Leadership Program is a valuable MBA to ensure you are on the fast track and to further shape our business and ours. At D&B, you will not only have the training you need for success as a general manager, but also be a part of the transformation of a brand that has a rich, 165-year dynamic future.

If you are interested in learning more about the program, please contact us or visit our website at [www.dnb.com](http://www.dnb.com) and The Graduate Leadership Program.

**2003**  
D&B acquires Hoovers.  
**HOOVERS™**  
A D&B COMPANY

**2005**  
D&B's DUNSRight Global surpasses 100 million records  
**100,000+**

**The Graduate Leadership Program**  
*Shaping the Business Leaders of Tomorrow*

**The Graduate Leadership Program**  
*Shaping the Business Leaders of Tomorrow*

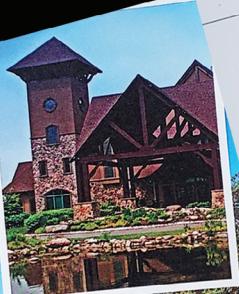
The Dun & Bradstreet Corporation 5

# MARKETING

## Hardyston Township Brochure

### Hardyston Township: Business and Family Friendly.

If you are looking for an ideal place to locate or re-locate your business, then welcome to Hardyston Township, NJ! With outdoor activities such as swimming, boating, fishing, hiking, hunting, skiing, and golfing, Hardyston Township offers an active, healthy, country lifestyle with good jobs and easily accessible nightlife, as well as stable taxes and a well-managed community. Our town is business friendly. Some towns make that statement, but are unable to produce. From the office of the Mayor and Town Council, to the land use boards, and the construction department, we stand ready to assist new business relocation to the township, and we are here to help!



### How we can help

If you think your business would be a fit for our town, contact the Economic Development Advisory Commission. We will work with the commission members, and other officials as we feel are necessary, to help you through the process.



"We are dedicated to providing the foundation for your child's life-long love of learning."

Barbara Igner  
Owner - Executive Director  
Great Barrington Children's Learning Center



**Hardyston Township, NJ:  
A Great Place to  
Live, Work, and Play!**



# MARKETING

Video promoting Biofuels  
for Honeywell



# MARKETING

The Roadrunners

