

VISIT &
DISCOVER

PLEASURE &
LEISURE

COMMUNITY &
LOCAL

BUSINESS &
COMMERCE

LISTINGS &
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HEALTH &
CARE

UNIQUE &
INTERESTING

10 Amazing Questions.

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Where is everyday life still exciting?

Just imagine, after all those years working for your company and you're not offered a golden watch.

Instead, the chance to go abroad with more money, a larger office and a beautiful house.

And then you start from scratch with a big difference: your pockets are full of cash and you can afford everything you, your wife and your kids ever desired.

That's exciting.

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Where does knowledge really have power?

Among all those who have just arrived to start a new job, but know little about their new surroundings.

People who have a lot of money and have to completely re-orient themselves: everything from the bank to a new car, from clothes and suits to new cultural and leisure activities.

If you tell this small, extremely active and consumption oriented target group where something special exists, then you and your business have a mighty head start.

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As a local businessman, how can I overcome intercultural differences?

By being aware that there are tens of thousands financially sound people in Cracow who speak barely a word of Polish yet are nevertheless keen on getting to know what you have to offer.

And they are all starting from scratch with pockets full of money.

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Why am I talking to 10,000 if I am only looking for 100?

Are you booking ads in regional daily newspapers?

Those tiny, rectangular, hard-to-find, very expensive, helpless appeals to consume?

Do you want to hear a figure on coverage waste? No? That we understand!

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How do I run out of stock by communicating?

If for example: I have a furniture shop and all of a sudden a few thousand people who need to furnish their homes get to know about it.

But there are plenty other examples ...

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How does word-of-mouth advertising work?

Take a manageable, English-speaking community, well connected by business contacts, that is adventurous and eager to buy. Financially independent men and women who orientate themselves only on the best addresses.

And now place an interesting message about the latest “must-have” in this channel ...

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What is the first address for the English speaking community in Cracow?

It starts with www.

And there is a simple reason: nowhere else can one find such quick and precise information on a new neighborhood with its multitude of tempting offers.

And upon taking a closer look find a website that is not only interesting, it's even in English!

And how does it continue? Following the www. comes AmazingCracow.com.

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How does AmazingCracow.com get a whole city into the web?

By sifting through millions of items of information, pick out a few thousand, condense them into 500 pages, bundle them into a clear structure, give them an appealing design, describe them in a motivating manner, and post them daily on the world wide web.



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How do you get English-speaking people to AmazingCracow.com?

By elaborately canvassing them with a countless network of contacts, with an intuitive feel for what they desire and what will motivate them to return time and time again.

With a website that offers its visitors a virtual home away from home and reflects one of the worlds most exciting and diverse places: Cracow.

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Who can combine the potential of such a page with advertising concepts that astonish?

Creative people who act exclusively to exploit the huge potential of this target group for advertisers.

Using individual concepts that are developed with experience, competence and commitment.

To then open up a selected target group on AmazingCracow.com.

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One amazing answer.

AmazingCracow.com

