



SPOINTRA

and the Secret of Business Success

CRISTIAN MITREANU

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*"Business plays a major role in people's lives. It is everywhere.
Quickly becoming a matter of basic education, a sound understanding
of business weighs heavily on one's successful existence."*

Cristian Mitreanu

"...That's how every customer, individual or organization, develops a unique hierarchy of issues—the Customer's Issues Tree," continues Spointra.

"I'm not sure I follow," replies C.

"Every customer's existence is, in fact, a quest for success," says Spointra. "Therefore, based on the unique interpretation of the issue 'successful existence,' every customer will develop, consciously or not, a unique hierarchy of issues to address."

"So, every issues hierarchy starts with the issue 'successful existence,' which is then broken down, or disaggregated, into less complex issues. I got it!" concludes C.

