

HUDSON'S *User-Friendly*

How are you making your store, company or product design more user-friendly?

One of the things HUDSON'S is doing is placing our Calendar Pullout of trade shows and regional markets on the page opposite the inside back cover, with the complete Calendar Listing placed right before it. From now on, you can pick up any HUDSON'S issue and locate the calendar quickly, saving you precious time.

We publish fresh HCRSourcebook blog posts every Wednesday – at noon on the East coast, 9 AM on the West – a mid-week quick-bite of industry buzz you can count on. Access HCRSourcebook from HUDSONSscr.com – just click on "Blog."

We're also crazy about books. That's why you'll see a semi-regular column in our pages: Reading is Fun-To-HUDSON'S, full of what's going on in children's book publishing – and more. You just may find out about the newest licensing craze right here! Not to mention new title introductions, to have available for purchase or for your store's playroom. Let's face it ... it all begins for Harry Potter and Twilight between the pages of a great read.

Duck Head USA is getting ready to re-launch the tried-and-true Duck Head brand, and they're looking for companies interested in helping. Very user-friendly. Accessories company High IntenCity is celebrating the 10th anniversary of the Charm It! line – with an amazing opportunity for their own customers – and charitable causes as well. See how their innovative contest connects the company to their end-consumer in Up Close.

Being user-friendly is just one more way to make a connection – with your customers, clients and your core values as a business.



Janet Gray Muniz
Janet@hudsonscr.com