

# Sister Kill: „Forget Dilettante, Bungler, Botcher & Co. !

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**Sister K.: In the service of Mrs. Smith**

Do you know *Emily Smith*? No? You should. You're working for her! This pitiless creature is the most powerful employer of millions of people, companies and service suppliers worldwide. Hard, but cruel. Despite of all, still credulous, and sometimes even forever faithful.

Have you guessed? It's Her Majesty, Queen Customer! Beloved and hated, but always much-courted! Pain to those who lie to her. She has got the sixth sense! Advertise, yes! Pull her over the table, no! Then she immediately turns into an icy cold *Sister Kill* and hits back mercilessly with sadistic non-buying. Your product is terminated in a flash. The lesson? When you need commercials, forget *Dilettant, Butcher, Bungler & Co.* You should better go to *Service, Quality & Know-How Ltd.* They are perhaps somewhat more expensive, but Mrs. Smith will reward you a thousand fold. Shake on it.