# Study Results Prompts EA Worldwide Acquisitions to Focus on Innovation

**Monday 23 December, 2013**

A recent survey by Authenticity Gap discovers that innovation is critical to corporate reputation. EA Worldwide Acquisitions announces plans to concentrate on being more innovative in the next coming months.

Following the results of a recent survey; which labels innovation as a critical factor for creating a positive and trustworthy corporate reputation, EA Worldwide Acquisitions announce their plans of being more innovative in the next coming months. The study conducted by Authenticity Gap asked an average of 100 'expert stakeholders' (customers, commentators, employees etc) in a variety of 20 industry sectors. These sectors included social networks, supermarkets, biotechnology, pharmaceuticals and home improvement. Out of a nine drivers of a company's reputation, innovation was indicated as being the most critical by 15 sectors. The other driving options included consistent performance, better value, customer care, credible communications and care of the environment. All 20 industry sectors labelled the ability to be innovative as being more important than 'doing right'.

EA Worldwide Acquisitions is an outsourced sales and marketing firm based in London. Following these results by Authenticity Gap, EA Worldwide Acquisitions have voiced their commitments to pioneering innovative strategies and marketing techniques in the New Year in order to improve their corporate reputation for expansion. Managing director Josh Cote at EA Worldwide Acquisitions says, "It's an exciting time for us. We are growing and making plans to extend our market reach into two new British cities in 2014, so to further improve our corporate reputation by encouraging further innovation is phenomenal."

EA Worldwide Acquisitions have also expressed that their Management Training Program will remain an integral part of their business in 2014. EA Worldwide Acquisitions are strong supporters of entrepreneurship, and their Management Training Program provides workshops and seminars for budding entrepreneurs. The program covers key aspects of business management, with an emphasis on sales, marketing and team development.

London-based EA Worldwide Acquisitions is an outsourcing solution for businesses looking for quality marketing campaigns at a competitive cost. They excel at developing the right direct marketing campaign which will be the most effective means for delivering their client's marketing message to their target audience. EA Worldwide Acquisitions' personal approach increases brand loyalty and improves customer retention on behalf of their clients.

Source:

## Media:




## Related Sectors:

Business & Finance :: Opinion Article ::

## Related Keywords:

EA Worldwide Acquisitions ::
Josh Cote :: Innovation ::
Authenticity Gap Survey ::
Corporate Reputation :: London ::

## Scan Me:

## Company Contact:

**EA Worldwide Acquisitions**

T. 02074036599
E. admin@eaworldwide.co.uk
W. https://www.eaworldwide.co.uk/

View Online

**Additional Assets:**

**Newsroom:** Visit our Newsroom for all the latest stories:
**https://www.ea-worldwide-acquisitions-limited.pressat.co.uk**