


# Oracle Software

Pan-European Press Campaign



**Bank A knows**  
Miss Palmer never likes  
to go overdrawn.

**Bank B knows**  
Miss Palmer never  
likes to go overdrawn,  
but would like to  
refurnish her home,  
is due to upgrade her car  
and is thinking of investing  
in health insurance.

**Bank B has Oracle CRM.**  
That's the difference between business and  
e-business. And the best e-businesses in the  
world run Oracle. For the current success stories  
and more information on Oracle's totally  
integrated Customer Relationship Management  
Software solution visit our website.

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**Airline A knows**  
Mr Johnson likes to  
travel 1st class.

**Airline B knows**  
Mr Johnson likes to  
travel 1st class,  
prefers an aisle seat,  
enjoys a whisky soda  
before dinner, has  
Burgundy with his  
meal and his favourite  
movie is Star Wars.

**Airline B has Oracle CRM.**  
That's the difference between business and  
e-business. And the best e-businesses in the  
world run Oracle. For the current success stories  
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