

Wächtersbacher Straße 89  
D - 60386 Frankfurt am Main

Postfach 63 01 80  
D - 60351 Frankfurt am Main

Telefon (069) 420 81 - 0

Durchwahl -

Telefax Herstellung (069) 420 81 - 300

Telefax Redaktion, Verwaltung - 299

Telefax Marketing, Vertrieb - 100

## REFERENCE

Mr. Djordjo Vasic, born on 15<sup>th</sup> April 1961 in Maglaj, has been employed with Diesterweg Publishers since 18<sup>th</sup> May 1992. He began his employment here as a keyboarder in the sales department. His duties included entering details of customer data and setting up and maintaining a data base specially designed for our customers abroad. He wrote a German/Serbo-Croat glossary for our German as a foreign Language coursebook Sprachkurs Deutsch, which is used throughout the world by adult learners of German.

In 1996 Diesterweg began a complete overhaul of its computer system with the aim of bringing together the master data into one central product database. This database aimed to provide the sales, dispatch, marketing, accounts and editorial departments with equal access to data while at the same time acting as guiding instrument for the departments involved. Due to his expertise in handling orders, his careful and conscious approach to work and his excellent computer skills Mr. Vasic was able to take charge of maintaining this master data for all Diesterweg titles at the beginning of 1996. Mr. Vasic structured and standardized the original data supplementing it with any missing information and continually updating it with details of publishing dates, prices and terms of delivery, new titles and other business categories.

Mr. Vasic was thus able to provide editorial departments, the heads of various regionalized sales forces and senior management with monthly planning lists. He also produced price information sheets for the sales representatives, who had no access to the central computer system. In addition, Mr. Vasic had to provide correct title data for our advertising brochures – in particular our comprehensive general catalogue. He has gained considerable expertise in Access, Excel and Word as a result of this work.

Due to his commitment, the high standard of his work and his reliability, Diesterweg was able to offer Mr. Vasic, as of the 1<sup>st</sup> January 1998, the chance to familiarize himself with inventory control. It was intended that, from the end of 1998, he should take over inventory control in addition to his duties in data maintenance. Inventory control involves entering data on printing and book binding orders into the central computer system; monitoring the delivery of goods; checking delivery and payment amounts; checking printing, binding and freight invoices; recording and processing deadline checklists; registering all inventory movements; recording any tasks for advertising campaigns which involved inventory; tasks for regional sales offices and Diesterweg's product range; pulping non-selling books and guaranteeing our ability to deliver our products.

Mr. Vasic was always quick getting used to any new tasks he was assigned to. He dealt with his various tasks to our complete satisfaction. He enjoyed a good reputation with superiors, colleagues and all departments with whom he worked thanks to his knowledge of his subject and patient manner.

Frankfurt, 3 December, 1998

Michael Geiger  
  
Head of Department - Marketing Services