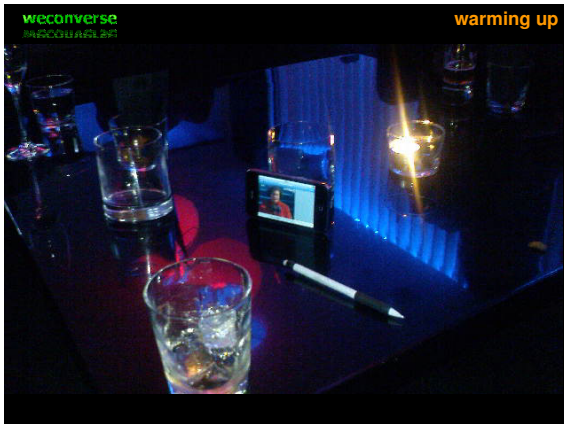

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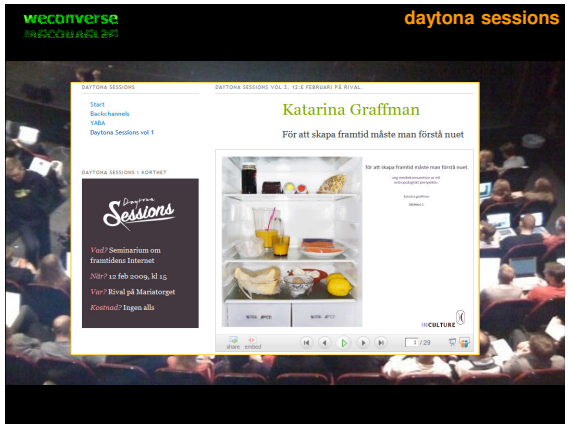

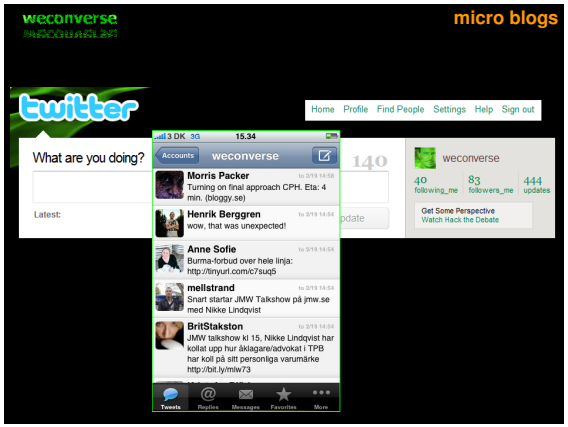

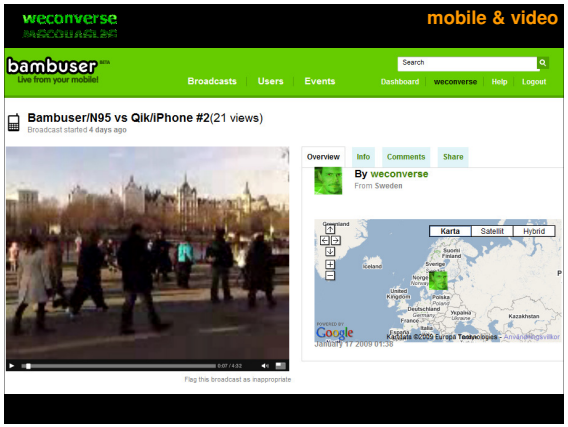

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on the art of writing

Some people think that internet destroys or deteriorates language with people writing 4 instead of "for" or U instead of "you".
But language is a living thing.

I do not think internet is destroying language.
And the fact is that people are reading more now than they ever hav done. And writing more, in emails and IM and so on.

Paulo Coelho, DLD 2008

as heard by Martin Källström , www.primelabs.se

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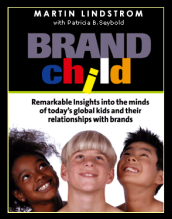
tweens (8-14 year)



powerful and smart consumers
influence USD 1 880 000 000 / year
connected
brand experts

source: www.brandchild.com

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brand value

"linking value"

what the brand delivers in order to support the social links in the tribe

Bernard Cova, 1993

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we media

DECEMBER 11, 2006

HOTTEST AD SPACE IN TIMES SQUARE MAY BE ON TOURISTS' CAMERAS

Advertisers have long been drawn to Times Square as a valuable place to reach consumers, paying hundreds of thousands of dollars for space on billboards and blazing video screens, reports The New York Times.

"But recently they have discovered that down on the ground, new technology has given low cost, face-to-face marketing campaigns something of a **cutting edge as consumers spread their messages on the Internet.**

... As a result of the growing popularity of consumer-generated pictures, videos and e-mail messages on Internet sites like YouTube and Myspace, advertisers are getting consumers to essentially do their jobs for them.

When Target, the discount store operator, suspended the magician David Blaine above Times Square for two days during the week of Thanksgiving, **videos shot by viewers were posted on YouTube and viewed more than 19,300 times.**

On sites like YouTube, Flickr and MySpace **an army of tourists and residents are spreading advertisers' messages well beyond Manhattan, using their cell phones and video cameras** as they walk through the marketing crossroads of the world."

emily | 08:23 AM | How people and businesses are using videophones | trackback (0) |
The Permanent Link to this page is: http://www.textually.org/picturephoning/archives/2006/12/014329.htm

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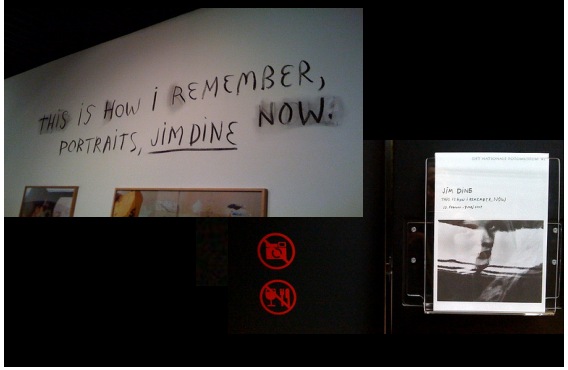
we want to do it



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reflect(ions)

multiple threadings
&
social networks

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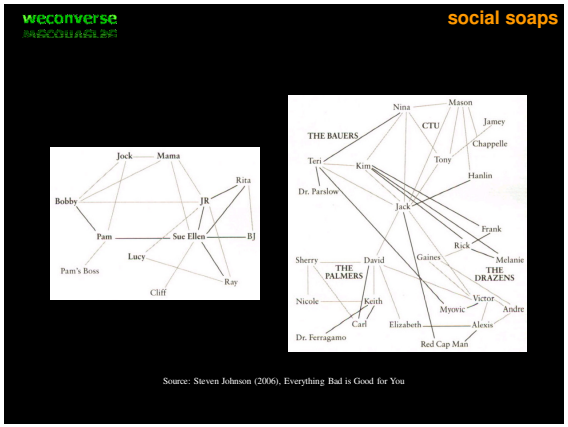

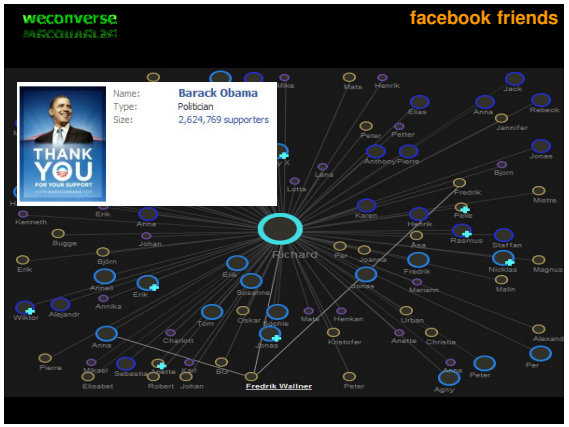

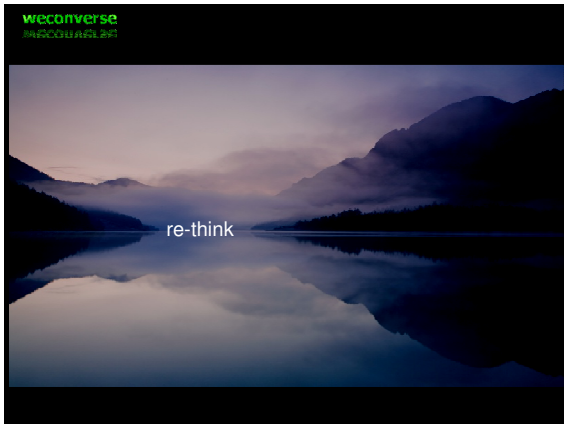

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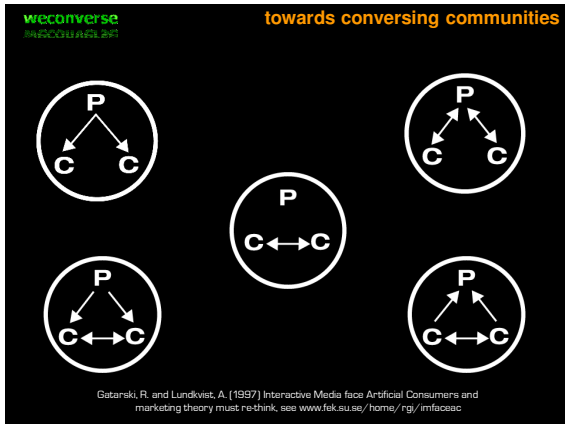

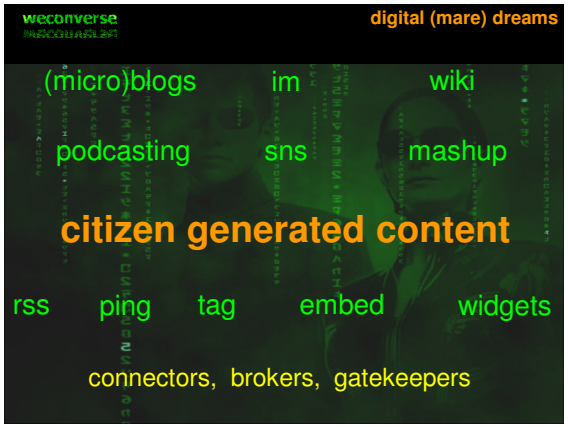

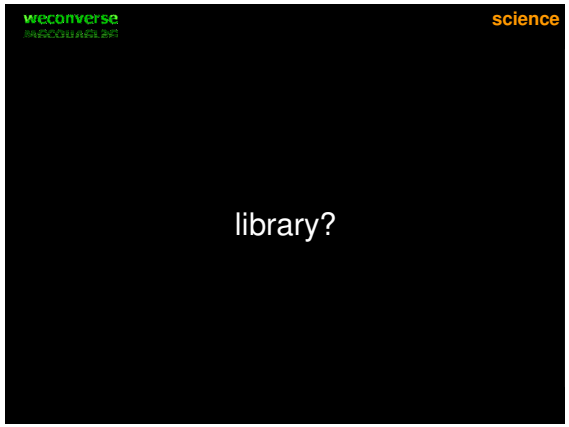

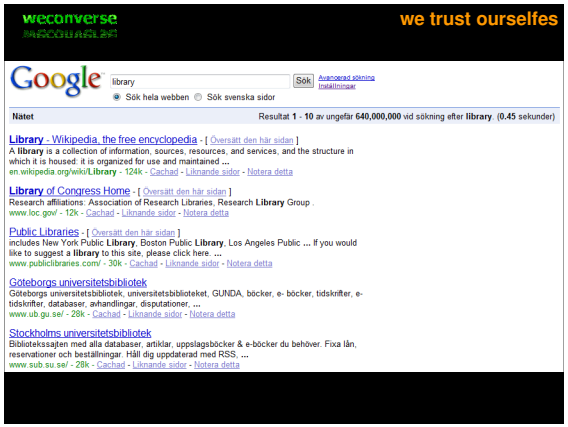

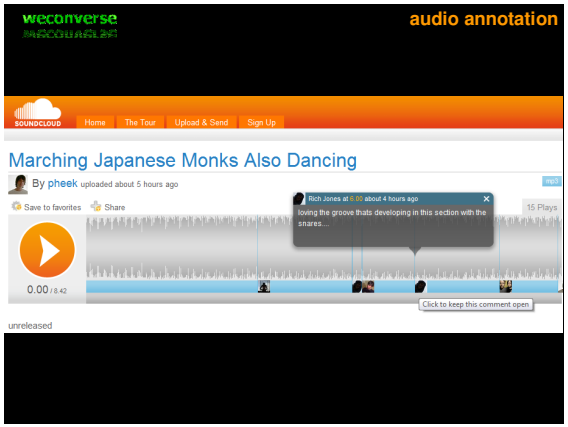

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video annotation

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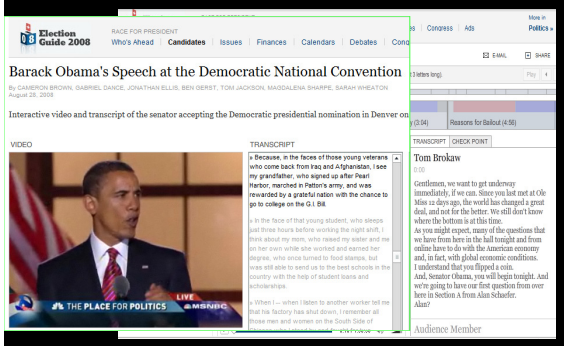
nyt election guides



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waypoint

questions

reflections

next big thing

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our history

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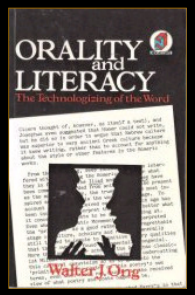
...then what



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my paperwork

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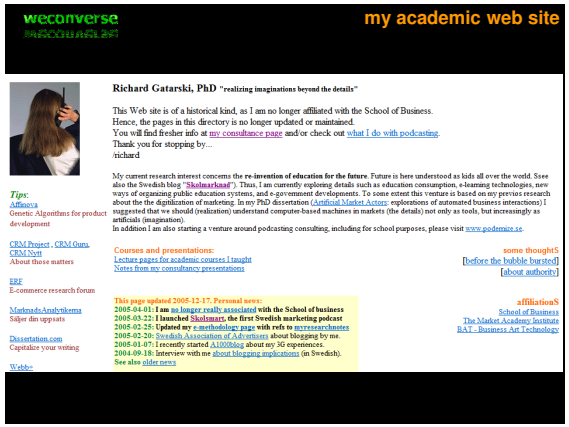
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my academic web site
Richard Gatarski, PhD "realizing imaginations beyond the details"
This Web site is of a historical kind, as I am no longer affiliated with the School of Business.
Hence, the pages in this directory is no longer updated or maintained.
You will find fresher info at my consultance page and/or check out what I do with podcasting.
Thank you for stopping by...
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[before the bubble bursted]
[about authority]
affiliationS
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The Market Academy Institute
BAT - Business Art Technology
This page updated 2005-12-17. Personal news:
2005-04-01: I am no longer really associated with the School of business
2005-03-22: I launched Skolmarkt, the first Swedish marketing podcast
2005-02-25: Updated my e-methodology page with refs to mcresearchnotes
2005-02-20: Swedish Association of Advertisers about blogging by me.
2005-01-07: I recently started A1000blog about my 3G experiences.
2004-09-18: Interview with me about blogging implications (in Swedish).
See also older news

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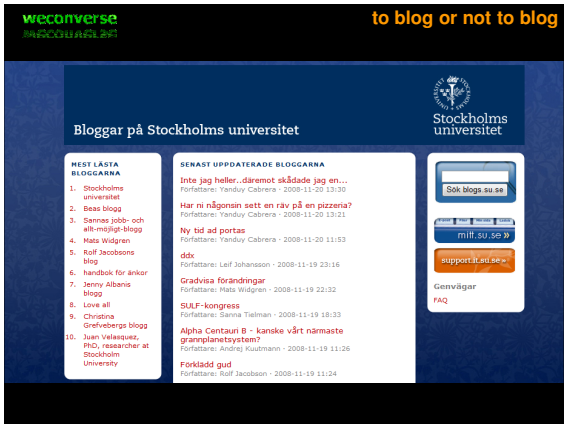
earlier thoughts
School of Business
Organisations
Marketing Research in the Digital Domain
a cry from a pilgrim in the late 20th century
Richard Gatarski, rgi@fek.su.se
Work-in-progress, presented at
EMAC '98 - European Marketing Academy Conference
Stockholm, May 20--23, 1998
Submitted: April 1, 1998 (PDF)
Error-corrected version: May 21, 1998 (PDF)
This page updated 2002-01-13: [Abstract] [Extra links after the presentation]
Abstract
The affect of electronic media and digital technology on the commercial world is one of the more recent themes in marketing research. In this exploding discourse, expressions such as e-Commerce, technology convergence, networked economy and digital business persistently indicates change. My aim with this paper is to initiate a discussion on how marketing research itself might go electronic. I show that existing organizations and commodities, including academic institutions and their output, are being transformed into digital forms. At the same time knowledge is becoming an increasingly important part of the global economy. These developments demand that we re-think our research practices. The main contribution of this paper is based on the argument that current practice in data generation, information analysis, scientific discussions and results dissemination are being challenged in an electronic domain. My conclusions are that we must continue the discussion and that science as we know it eventually cannot exist in a digital context.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to blog or not to blog
Bloggar på Stockholms universitet
Stockholms universitet
MEST LÄSTA BLOGGARNA
1. Stockholms universitet
2. Baas blogg
3. Samsas jobb- och allt-möjligt-blogg
4. Mats Widgren
5. Rolf Jacobsons blog
6. handbok för ämkor
7. Jenny Albanis blogg
8. Love all
9. Christina Grefvebergs blogg
10. Juan Velasquez, PhD, researcher at Stockholm University
SENAST UPPDATERADE BLOGGARNA
Inte jag heller..däremot skådade jag en...
Författare: Yanduy Cabrera - 2008-11-20 13:30
Har ni någonsin sett en räv på en pizzeria?
Författare: Yanduy Cabrera - 2008-11-20 13:21
Ny tid ad portas
Författare: Yanduy Cabrera - 2008-11-20 11:53
ddx
Författare: Leif Johansson - 2008-11-19 23:16
Gradvisa förändringar
Författare: Mats Widgren - 2008-11-19 22:32
SULF-kongress
Författare: Sanna Tielman - 2008-11-19 18:33
Alpha Centauri B - kanske vårt närmaste grannplanetsystem?
Författare: Andrej Kuutmann - 2008-11-19 11:26
Förklädd gud
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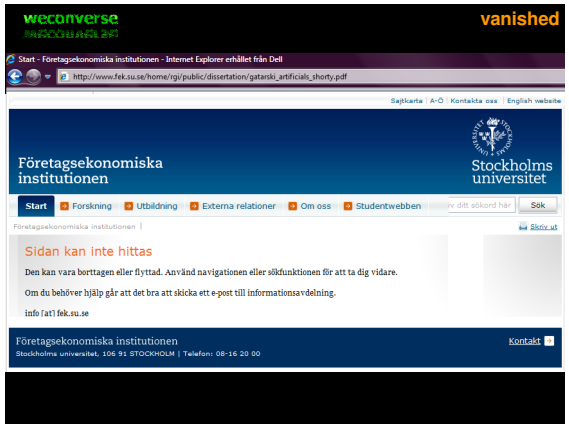
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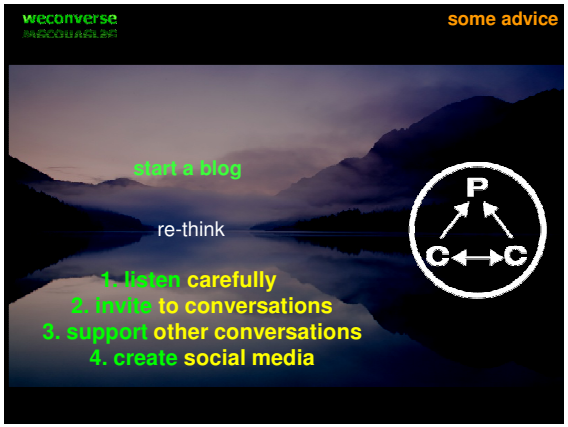
info (at) fek.su.se
Företagsekonomiska institutionen
Stockholms universitet, 106 91 STOCKHOLM | Telefon: 08-16 20 00
Kontakt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some advice
start a blog
re-think
1. listen carefully
2. invite to conversations
3. support other conversations
4. create social media
P
C
C

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2009-02-19: The Royal Library (DK): A social media update
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