

# Appropriately Open

the importance of systemic sharing in value creation



@daveduarte

# Appropriately Open



# Appropriately Open



# Appropriately Open

- The Content Tsunami



# Appropriately Open

- The Content Tsunami
- Information to Meaning

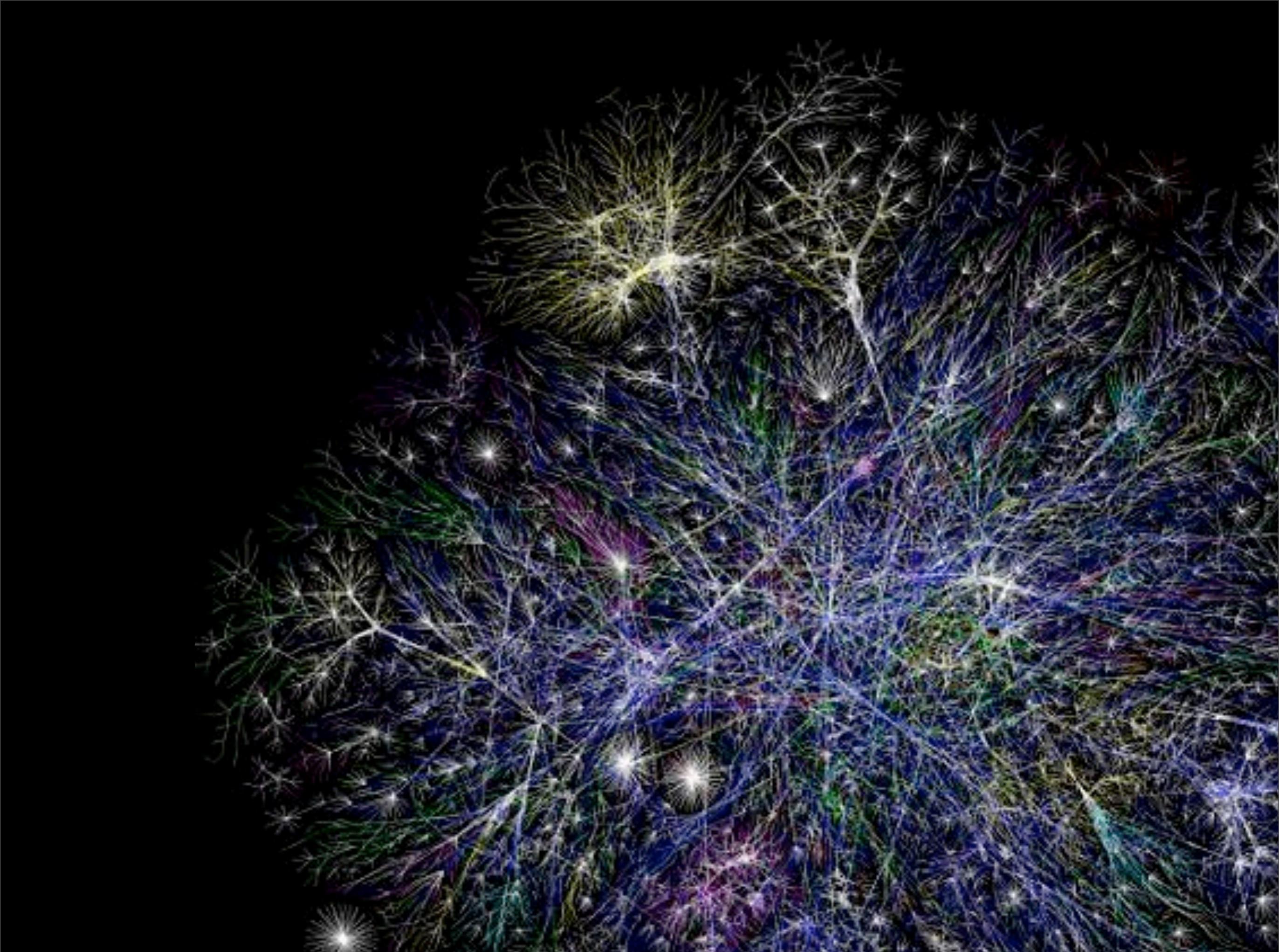


# Appropriately Open

- The Content Tsunami
- Information to Meaning
- Motivational System Design



# The Content Tsunami



Friday 22 October 2010

**Media are not just passive  
channels of information.  
They supply the stuff of  
thought, but they also  
shape the process of  
thought.**  
**- McLuhan**



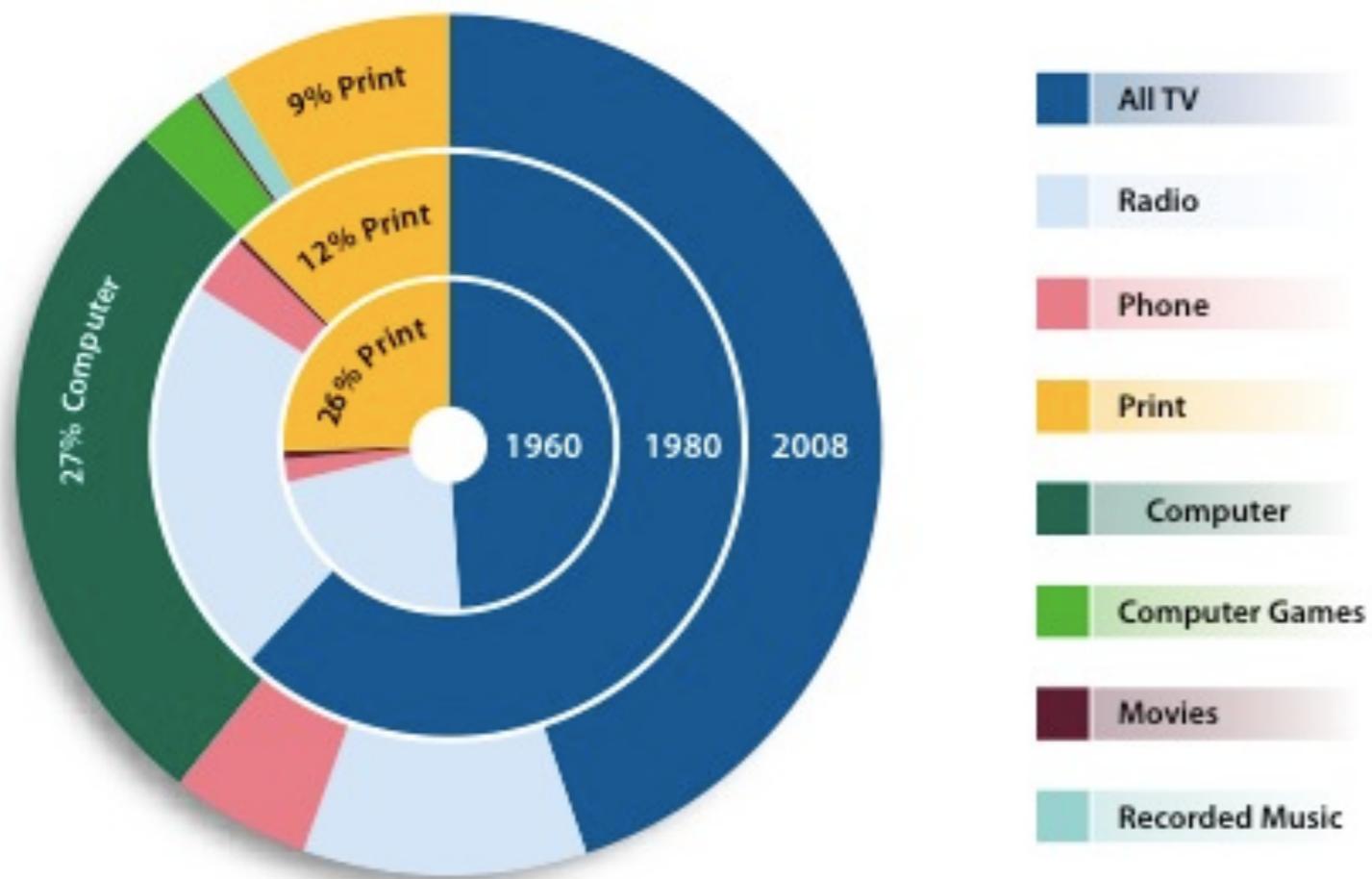
**A.D.D.**



**Attention Defi...? Hey, Look  
A Butterfly!**

## Figure 6: Evolution of Reading

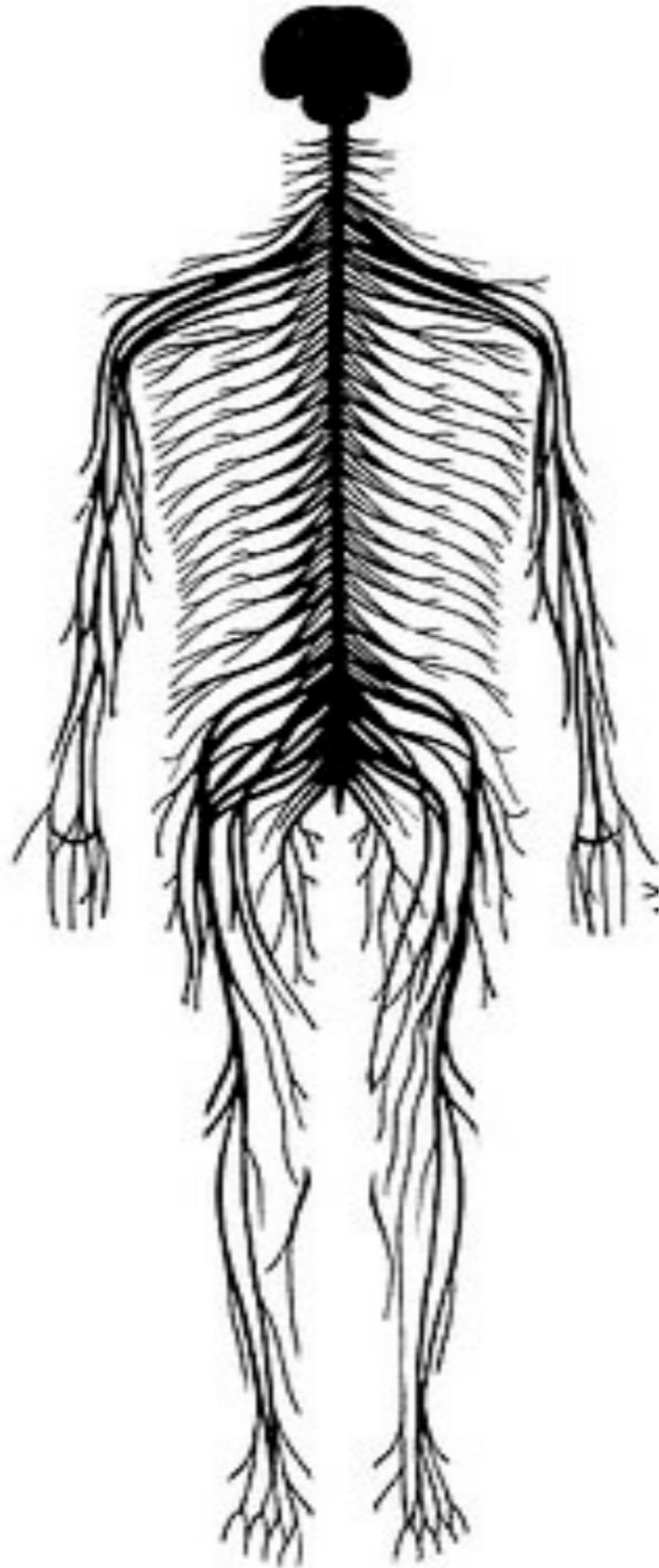
Fraction of words  $INFO_w$  from different sources



1980: 7.4 Hours / Day

2008: 11.8 Hours/Day

Source: 2009 HMI Report, Global Information Industry Center,  
University of California, San Diego, Bohn, Short



The nervous system  
is incapable of  
processing more  
than 110 bytes of  
information per  
second

Mihaly  
Csikszentmihalyi

***MUST GO FASTER***



 Content

 Attention

# Mass Media

⊖ Content      ■ Attention

1980

1985

1990

1995

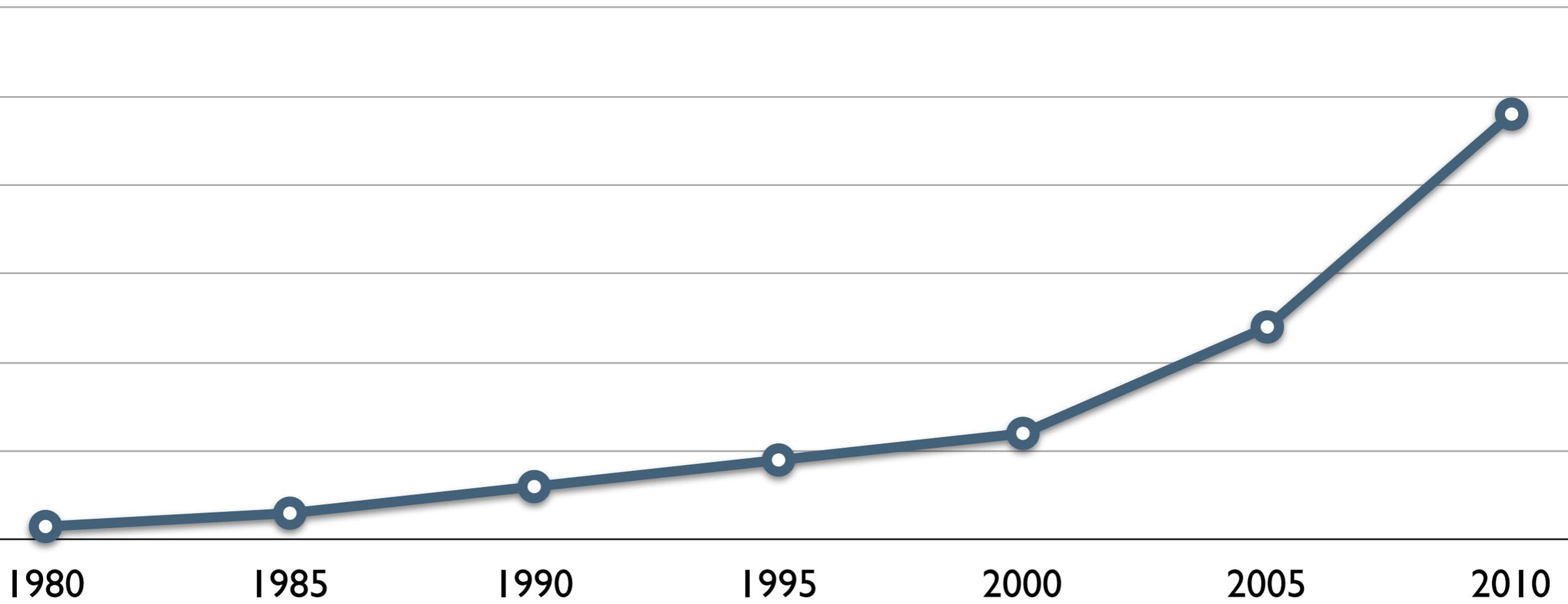
2000

2005

2010

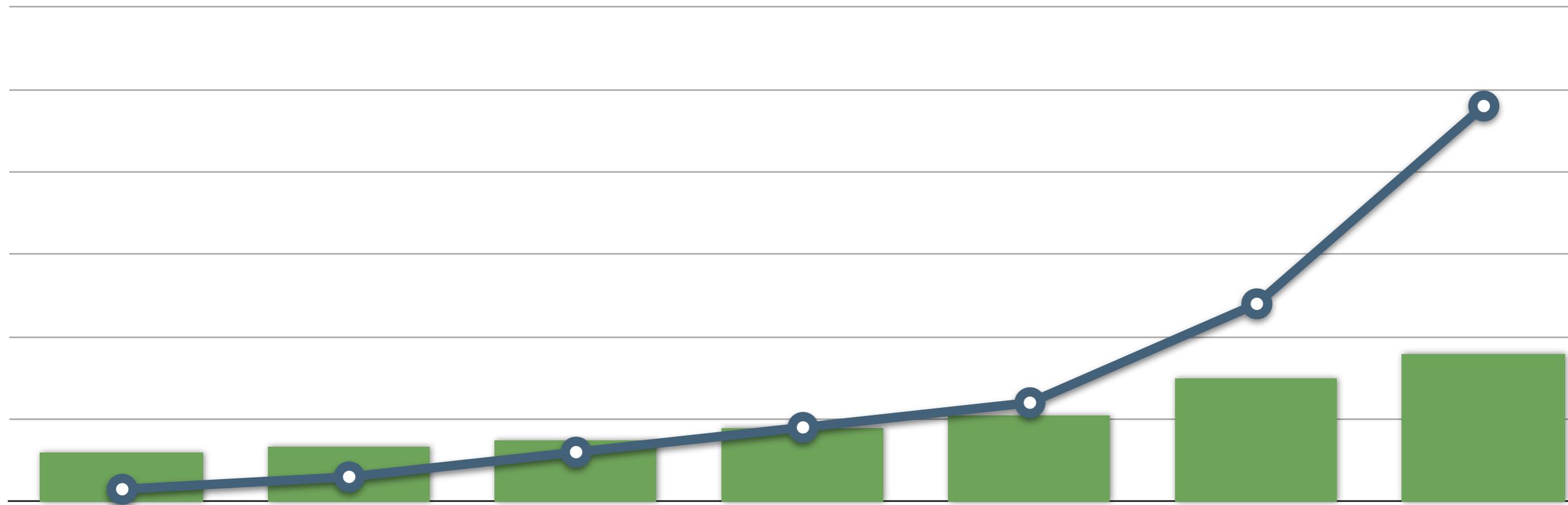
# Mass Media

○ Content      ■ Attention



Mass Media

○ Content      ■ Attention



1980

1985

1990

1995

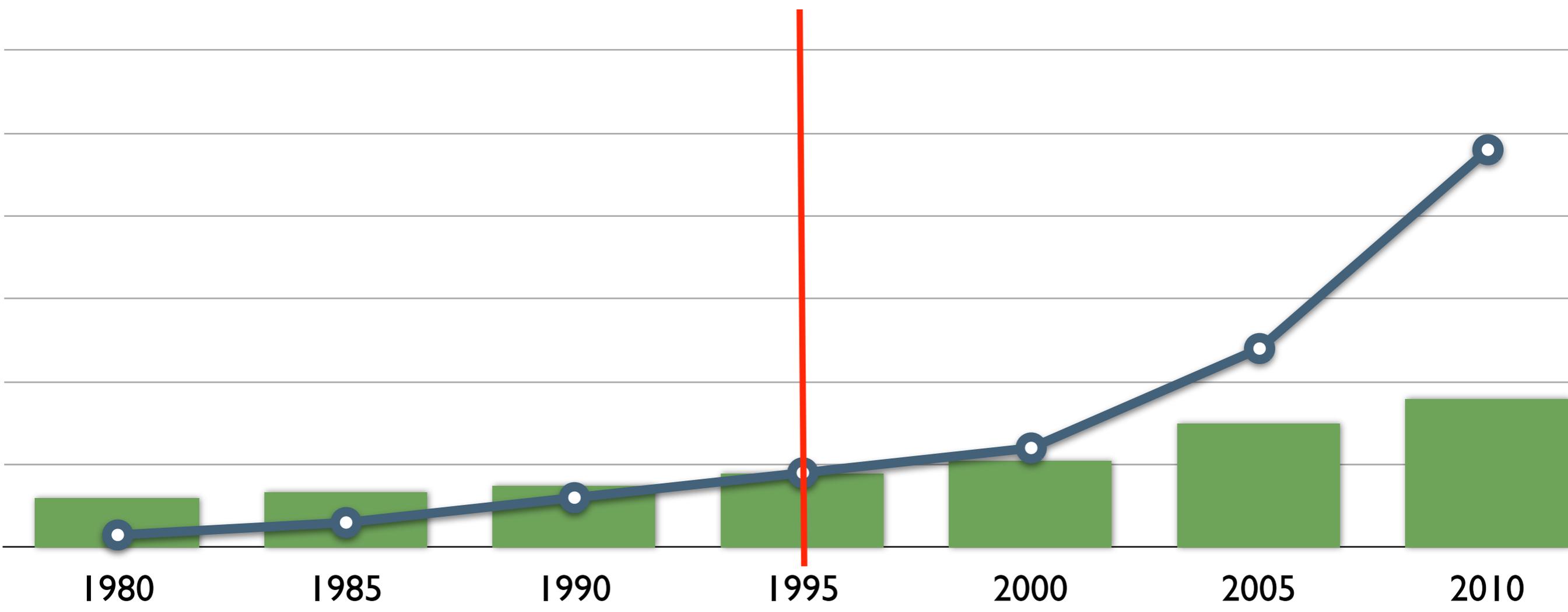
2000

2005

2010

# Mass Media

○ Content      ■ Attention



# Mass Media

**Author 2009/08/15**

....this approach is unsustainable, given that we still need to eat, sleep and live some semblance of a balance life. Inevitably, if we take on too much work we will become exhausted and ineffective.



○ Content      ■ Attention

Answers

Questions

1980

1985

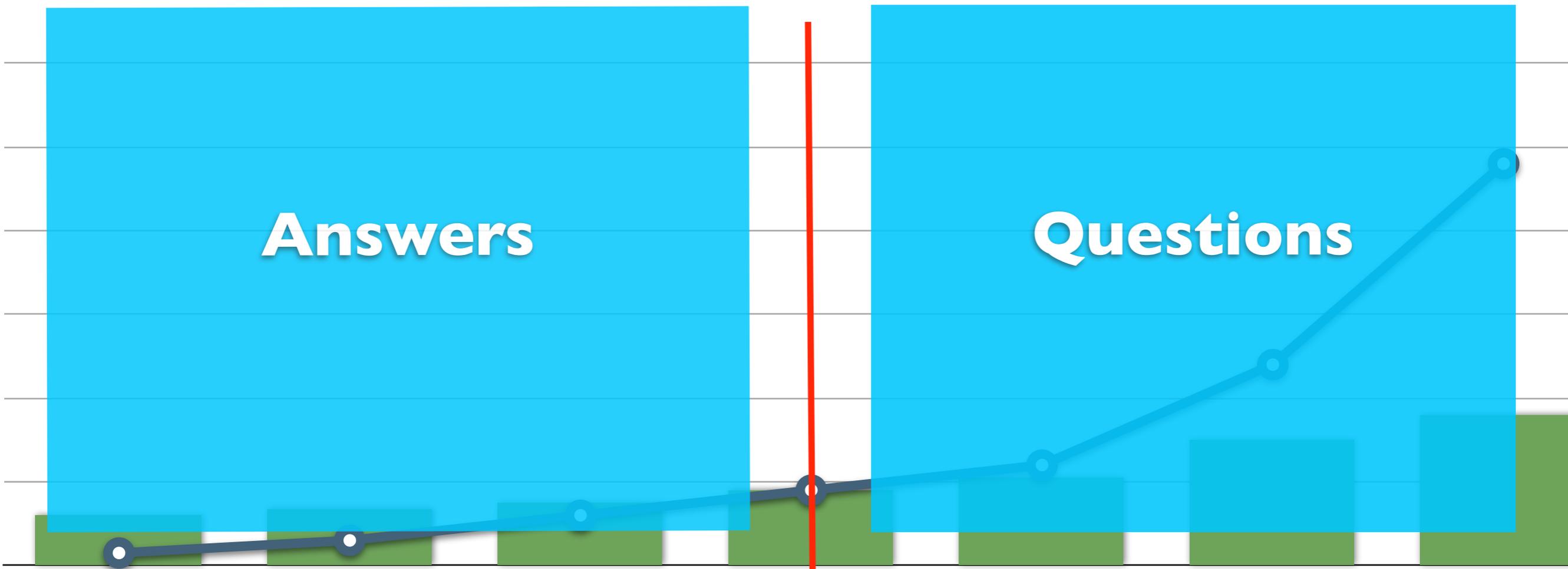
1990

1995

2000

2005

2010



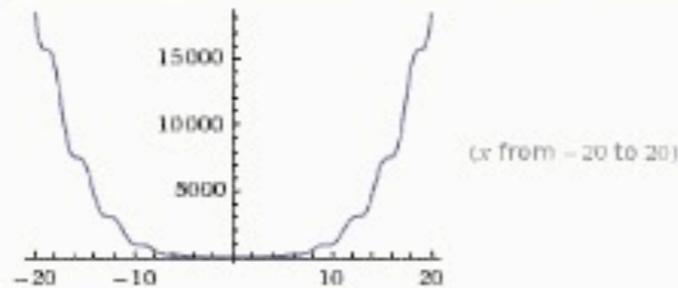
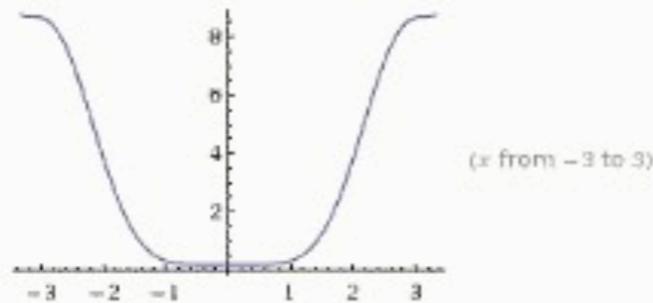
integrate  $x^3 \sin^2 x \, dx$

Indefinite integral:

Show steps

$$\int x^3 \sin^2(x) \, dx = \frac{1}{16} ((3 - 6x^2) \cos(2x) + 2x(x^3 + (3 - 2x^2) \sin(2x))) + \text{constant}$$

Plots of the integral:



Alternate forms of the integral:

$$\frac{1}{16} (2x^4 + (6x - 4x^3) \sin(2x) + (3 - 6x^2) \cos(2x)) + \text{constant}$$

$$\frac{1}{16} (3 - 6x^2) \cos(2x) + \frac{1}{8} x(x^3 + (3 - 2x^2) \sin(2x)) + \text{constant}$$

$$\frac{1}{16} (2x^4 - 4x^3 \sin(2x) - 6x^2 \cos(2x) + 6x \sin(2x) + 3 \cos(2x)) + \text{constant}$$

$$\frac{x^4}{8} - \frac{1}{2} x^3 \sin(x) \cos(x) + \frac{3}{8} x^2 \sin^2(x) - \frac{3}{8} x^2 \cos^2(x) - \frac{3 \sin^2(x)}{16} + \frac{3 \cos^2(x)}{16} + \frac{3}{4} x \sin(x) \cos(x) + \text{constant}$$

Related Links

**Integrate (Mathematica)**  
 Integrate[f, x] gives the indefinite integral  $\int f \, dx$ . Integrate[f, {x, xmin, xmax}] gives the ..

**Cos (Mathematica)**  
 Cos[z] gives the cosine of z.

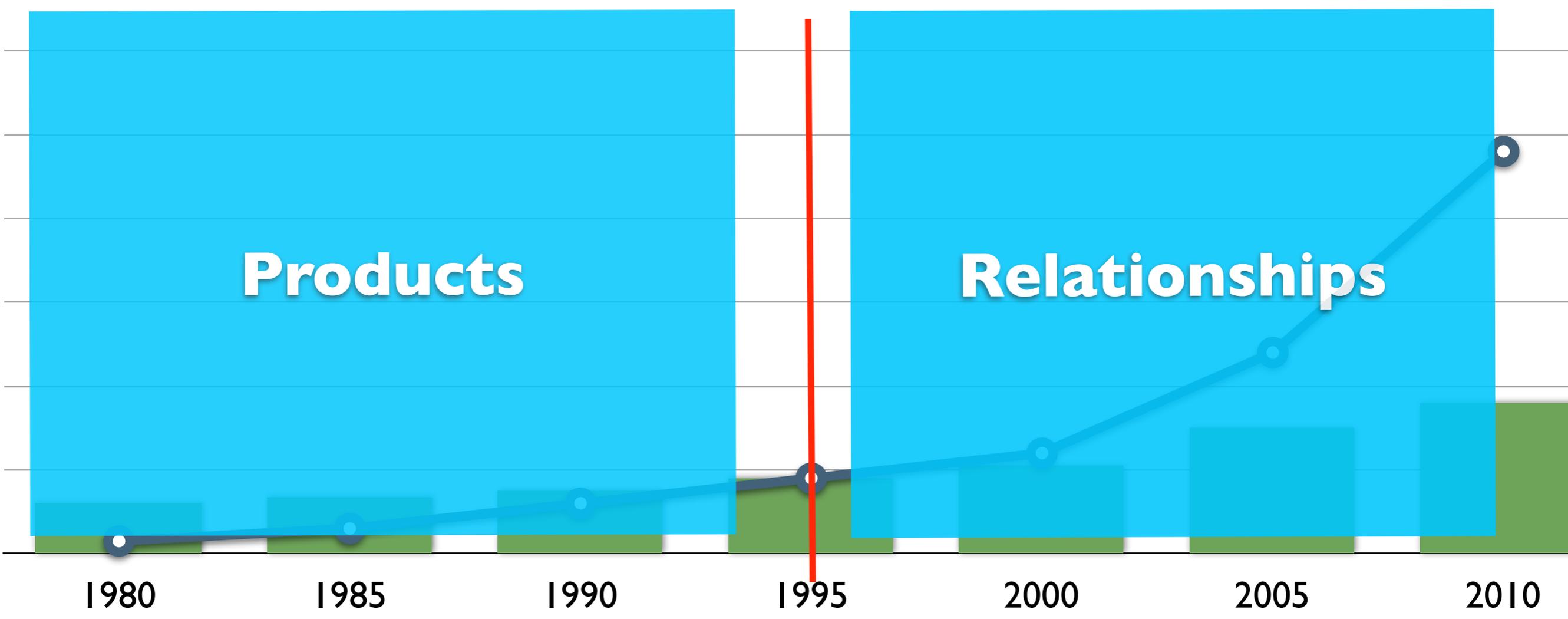
**Sin (Mathematica)**  
 Sin[z] gives the sine of z.

Search the Web

Q ▾ integrate  $x^3 \sin^2 x \, dx$

○ Content

■ Attention



**Products**

**Relationships**

1980

1985

1990

1995

2000

2005

2010

Content

Attention



Print



Recordings



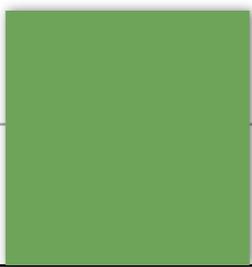
Cinema



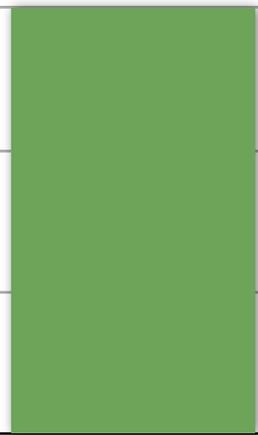
Radio



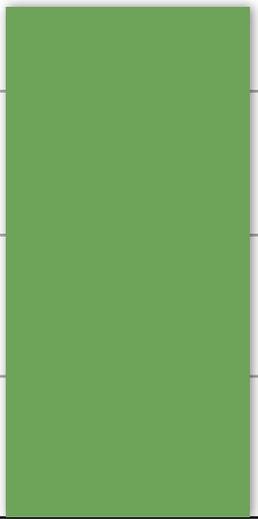
Television



Internet



Web 2.0

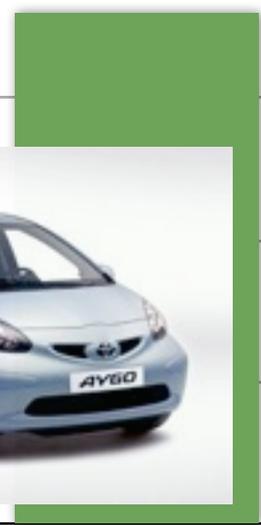
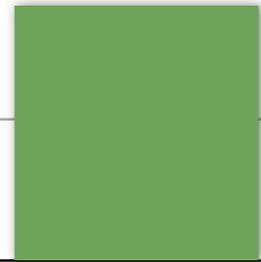
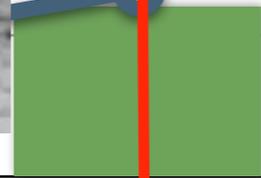


Mobile



Content

Attention



Print

Recordings

Cinema

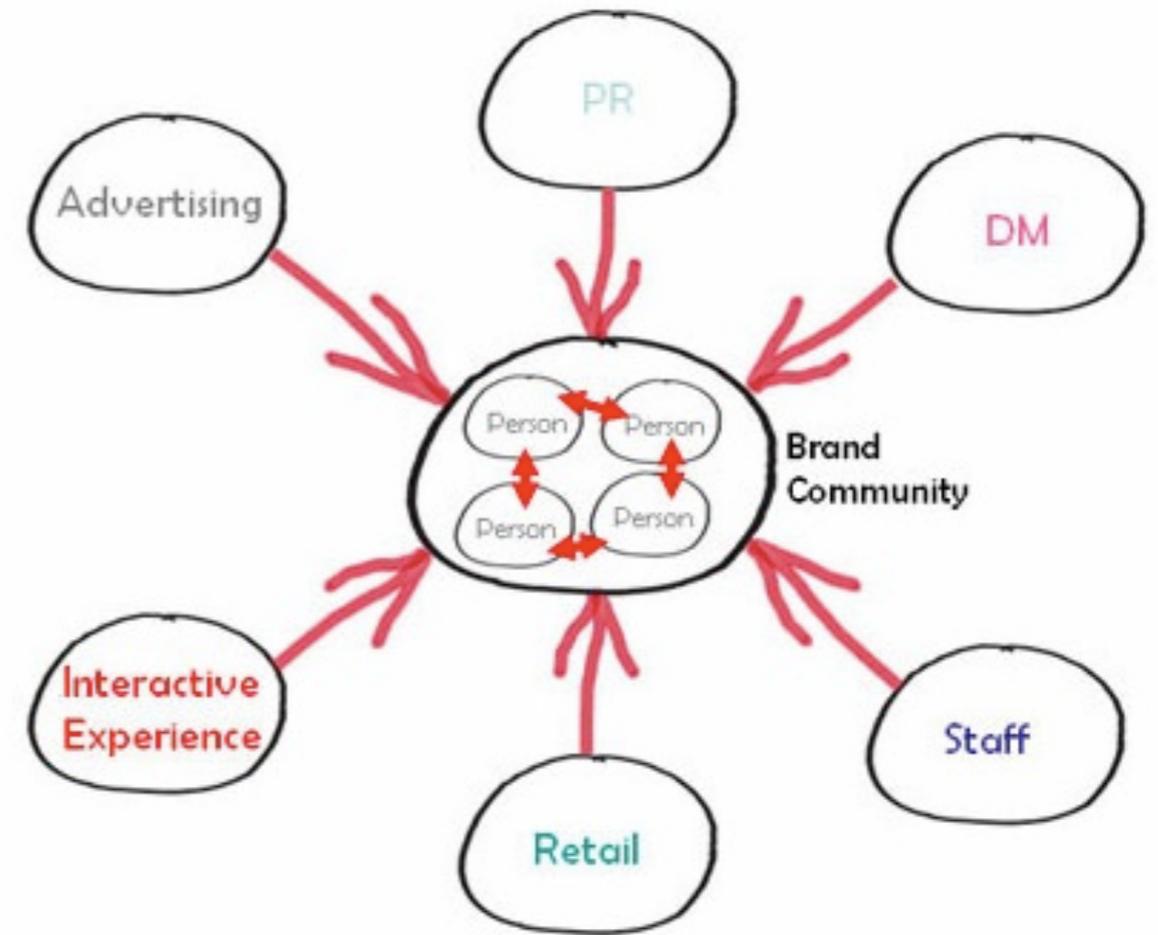
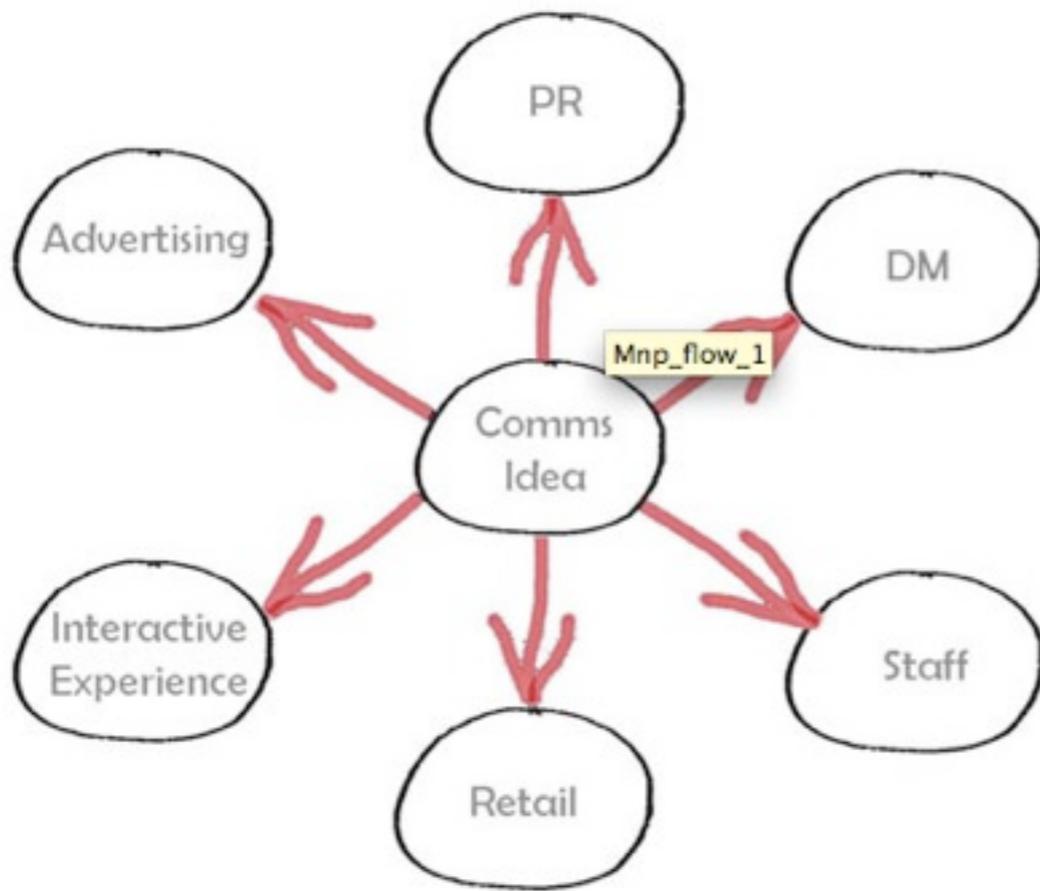
Radio

Television

Internet

Web 2.0

Mobile



**Content isn't king,  
It's now a Republic.**

Faris Yakob

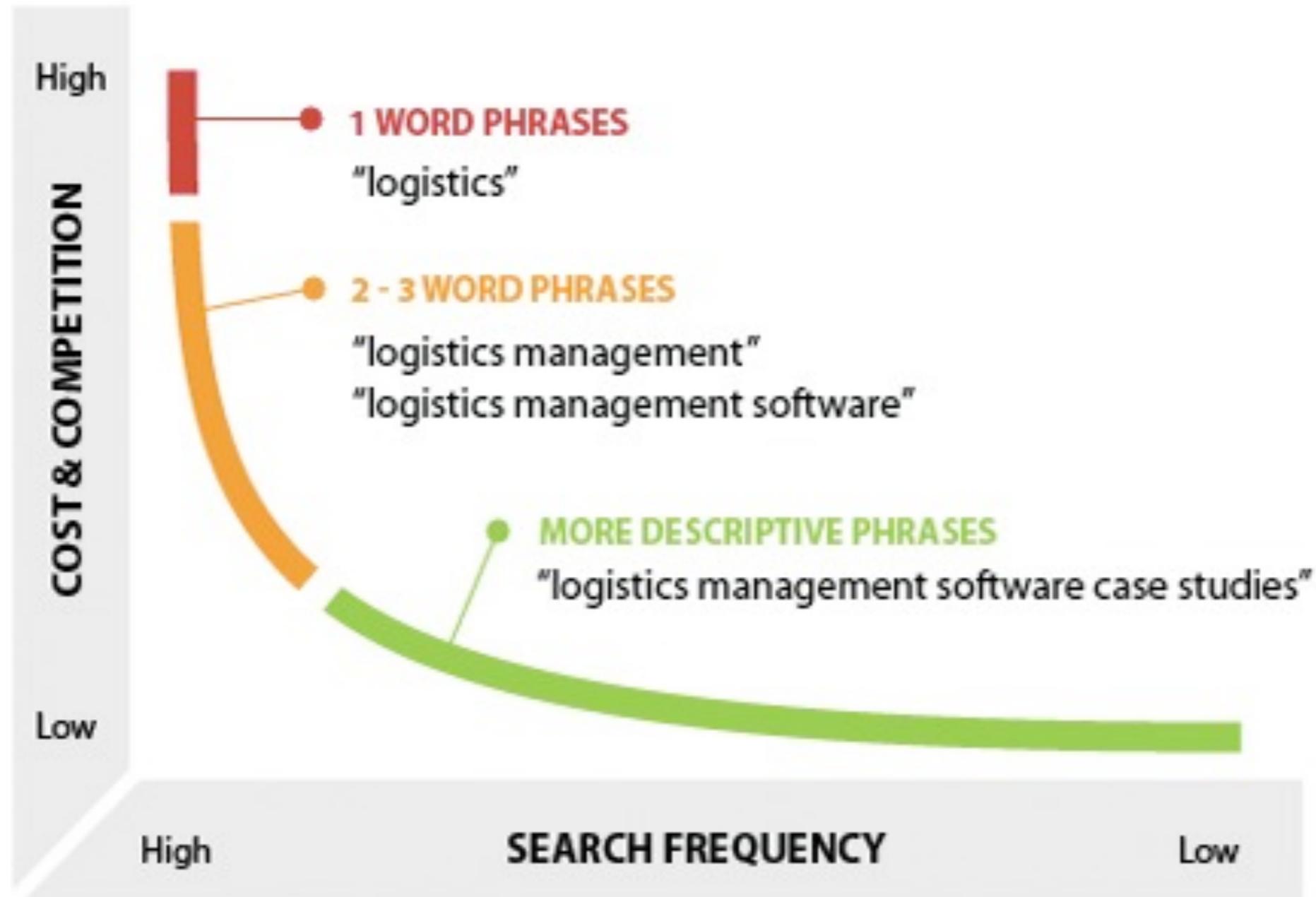
# Information to Meaning



# How Search Works

by Matt Cutts

# B2B Long Tail SEO



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# THE TIMES

## Results of Paywall so far:

Traffic reduced by 2/3

15 000 paid users (1.2% of online reader base)

Total weekly subscription income: £30 000

Source: Business Insider, The Wire : <http://www.businessinsider.com/murdochs-first-newspaper-paywalls-not-off-to-a-great-start-2010-7>

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*"I've seen and  
heard things I  
never would  
have before."*

Lucy Elphinstone



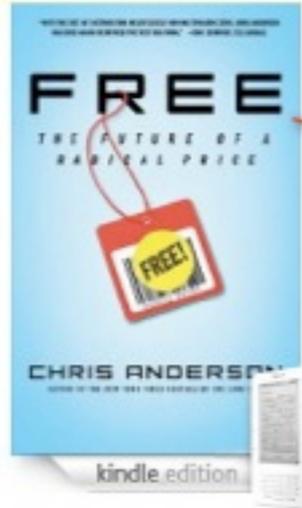
# FREE

*THE PAST AND FUTURE  
OF A RADICAL PRICE*



**CHRIS ANDERSON**

*BESTSELLING AUTHOR OF THE LONG TAIL*



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by [Chris Anderson](#) (Author)

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Just heard that FREE will be entering the NYT Nonfiction Bestseller list at #12 in its first week! Free book experiment worked---whew ;-)

*about 2 hours ago from web*



**chr1sa**  
Chris Anderson

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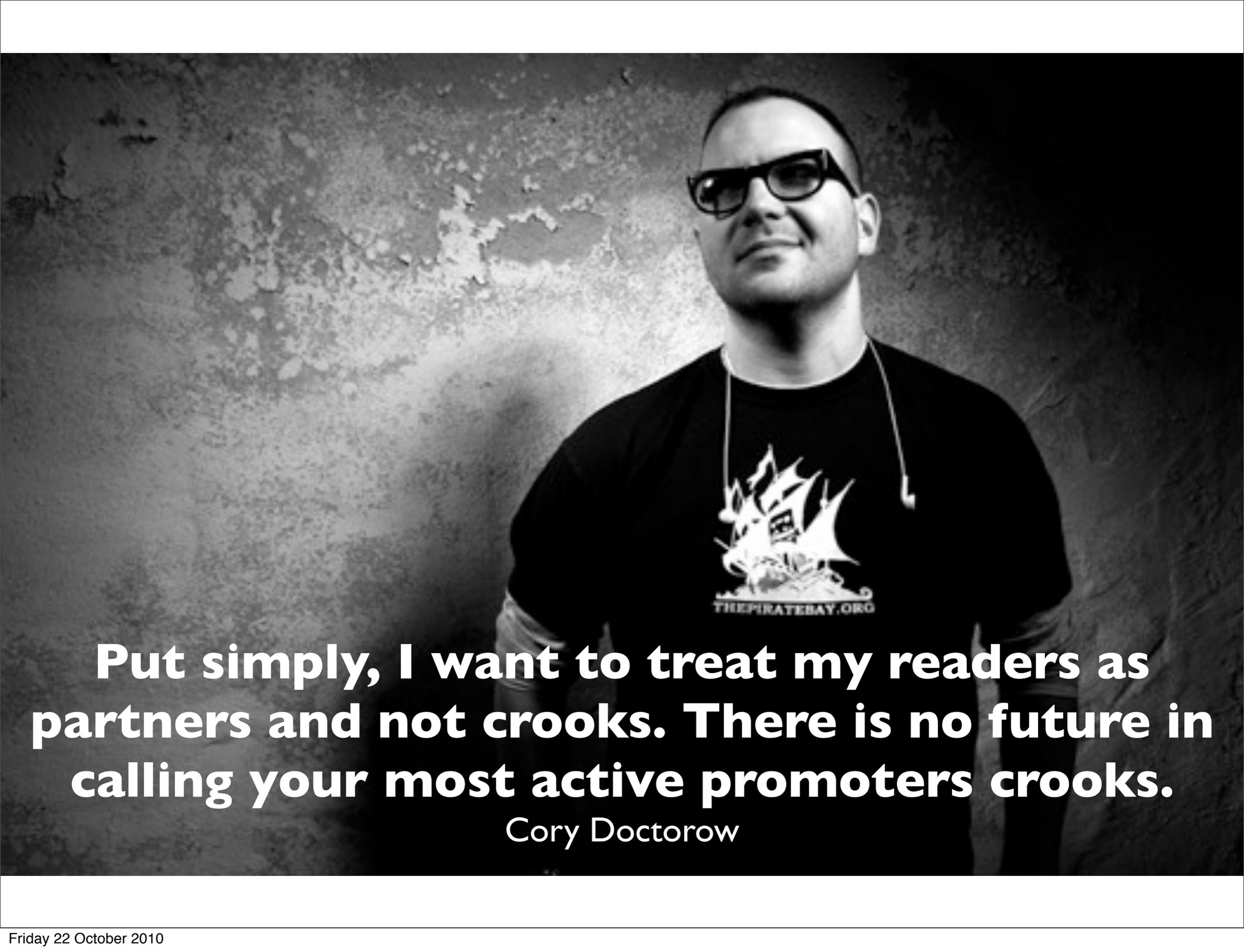
“The study was conducted amongst 1,901 participants over the age of 15. Not only were the music pirates of the bunch ten times more likely to download to pay music, but half the participants in the range of the ages of between fifteen and twenty had bought a CD in the last six months.”

BI Norwegian School of Management

“The study was conducted amongst 1,901 participants over the age of 15. Not only were the music pirates of the bunch ten times more likely to download to pay music, but half the participants in the range of the ages of between fifteen and twenty had bought a CD in the last six months.”

**“Conclusion:  
Music pirates are actually the music industry’s largest source of  
legitimate online customers”**

BI Norwegian School of Management



**Put simply, I want to treat my readers as partners and not crooks. There is no future in calling your most active promoters crooks.**

Cory Doctorow

# DIE ANTWOORD

**\$0\$**

**01 WHATEVER MAN**

**02 WAT KYK JY**

**03 ENTER THE NINJA**

**04 WAT POMP** feat JACK PAROW

**05 WIE MAAK DIE JOL VOL** feat ISAAC MUTANT, KNOFFEL, JAAK PAARL and SCALLYWAG

**06 RICH BITCH**

**07 I DON'T NEED YOU**

**08 VERY FANCY**

**09 DAGGA PUFF**

**10 MY BEST FRIEND** feat THE FLYING DUTCHMAN aka NEO SA

**11 LIEWE MAATJES**

**12 \$COPIE**

**13 BEAT BOY**

**14 SUPER EVIL**

**15 DOOS DRONK** feat JACK PAROW and FOKOPPOLISIEKAR

**16 \$0\$**

**\*\* JOU MA SE POES IN 'N FISHPASTE JAR [BONUS]**

**\$0\$ album releasing soon.**

**All songs published by \$0\$ publishing - Administered by Sony ATV**

# DIE ANTWOORD

'Jimmy, I want to  
give you a piece of  
samurai advice: Become  
the enemy.'

(To Jimmy Iovine, Interscope)

**\$0\$**

**01 WHATEVER MAN**

**02 WAT KYK JY**

**03 ENTER THE NINJA**

**04 WAT POMP** feat JACK PAROW

**05 WIE MAAK DIE JOL VOL** feat ISAAC MUTANT, KNOFFEL, JAAK PAARL and SCALLYWAG

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**10 MY BEST FRIEND** feat THE FLYING DUTCHMAN aka NEO SA

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**12 \$COPIE**

**13 BEAT BOY**

**14 SUPER EVIL**

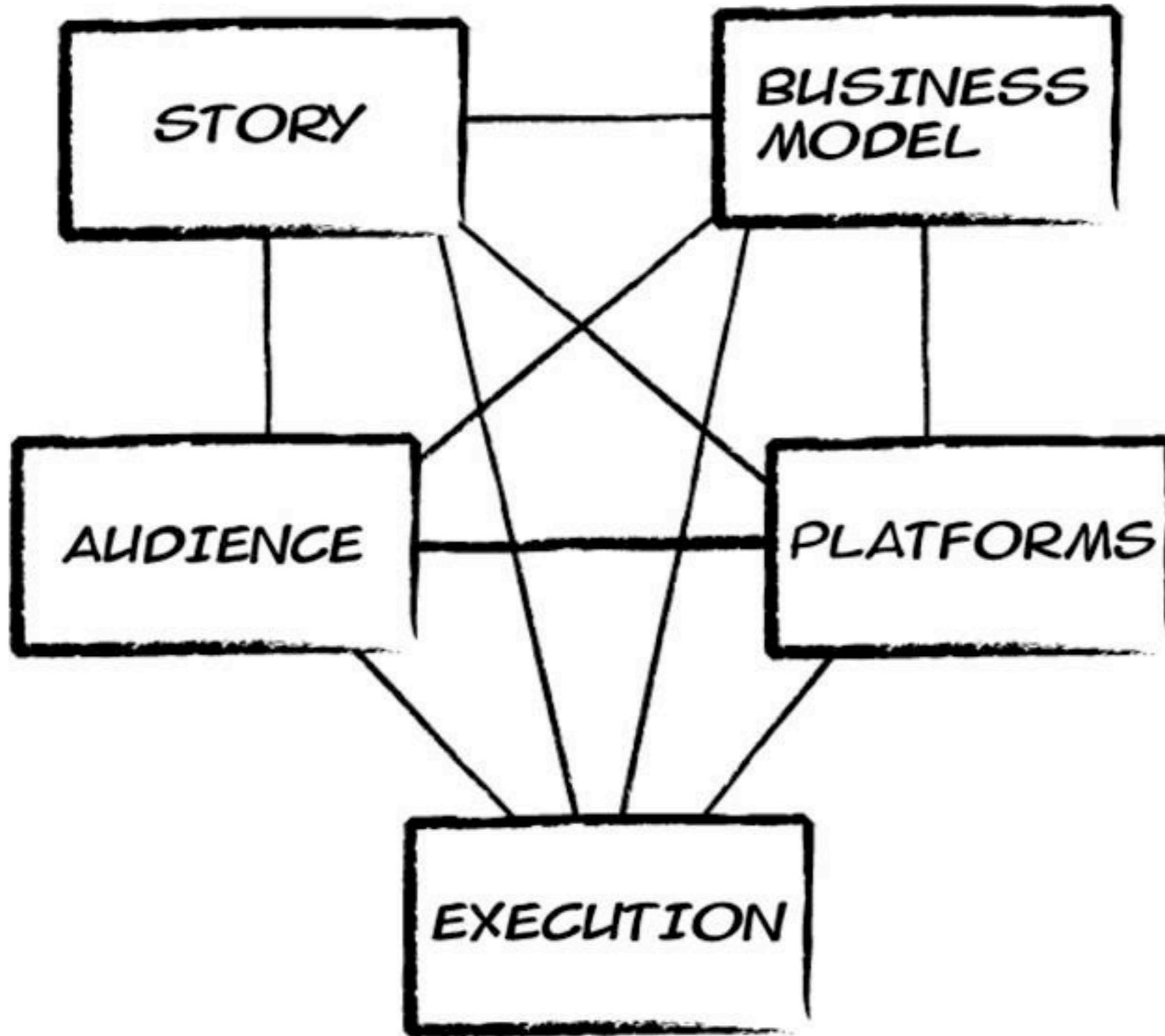
**15 DOOS DRONK** feat JACK PAROW and FOKOPPOLISIEKAR

**16 \$0\$**

**\*\* JOU MA SE POES IN 'N FISHPASTE JAR [BONUS]**

**\$0\$ album releasing soon.**

**All songs published by \$0\$ publishing - Administered by Sony ATV**



Robert Pratten ([www.zenfilms.com](http://www.zenfilms.com))

# DESIGN



*not only function*

# STORY



*not only argument*

# SYMPHONY



*not only focus*

# EMPATHY



*not only logic*

# PLAY



*not only seriousness*

# MEANING



*not only accumulation*

Adapted from Daniel Pink's "A Whole New Mind"

# Motivational System Design

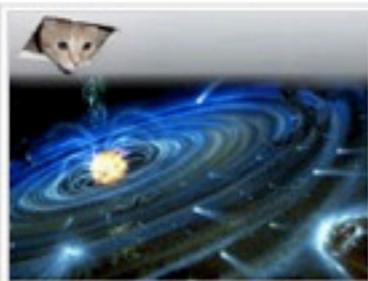


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## Genesis 1



Ceiling Cat creates teh universes and stuffs

### Boreded Ceiling Cat makinkgz Urf n stuffs

<sup>1</sup> Oh hai. In teh beginnin Ceiling Cat maded teh skiez An da Urfs, but he did not eated dem.

<sup>2</sup> Da Urfs no had shapez An haded dark face, An Ceiling Cat rode invisible bike over teh waterz.

<sup>3</sup> At start, no has lyte. An Ceiling Cat sayz, i can haz lite? An lite wuz. <sup>4</sup> An Ceiling Cat sawed teh lite, to seez stuffs, An splitted teh lite from dark but taht wuz ok cuz kittehs can see in teh dark An not tripz over nethin. <sup>5</sup> An Ceiling Cat sayed light Day An dark no Day. It were FURST!!!1

<sup>6</sup> An Ceiling Cat sayed, im in ur waterz makin a ceiling. But he no yet make a ur. An he maded a hole in teh Ceiling. <sup>7</sup> An Ceiling Cat doed teh skiez with waterz down An waterz up. It happen. <sup>8</sup> An Ceiling Cat sayed, i can has teh firmmint wich iz funny bibel naim 4 ceiling, so wuz teh twoth day.

<sup>9</sup> An Ceiling Cat gotted all teh waterz in ur base, An Ceiling Cat hadz dry placez cuz kittehs DO NOT WANT get wet. <sup>10</sup> An Ceiling Cat called no waterz urth and waters oshun. Iz good.

<sup>11</sup> An Ceiling Cat sayed, DO WANT grass! so tehr wuz seedz An stufs, An fruitzors An vegbatels. An a Corm. It happen. <sup>12</sup> An Ceiling Cat sawed that weedz ish good, so, letz there be weedz. <sup>13</sup> An so teh threeth day jazzhands.

<sup>14</sup> An Ceiling Cat sayed, i can has lightz in the skiez for splittin day An no day. <sup>15</sup> It happen, lights everwear, like christmass, srsly. <sup>16</sup> An Ceiling Cat doeth two grate lightz, teh most big for day, teh other for no day. <sup>17</sup> An Ceiling Cat screw tehm on skiez, with big nails An stuff, to lite teh Urfs. <sup>18</sup> An tehy rulez day An night. Ceiling Cat sawed. Iz good. <sup>19</sup> An so teh furth day w00t.

<sup>20</sup> An Ceiling Cat sayed, waterz bring me phishes, An burds, so kittehs can eat dem. But Ceiling Cat no eated dem. <sup>21</sup> An Ceiling Cat maed big fishies An see monstz, which wuz like big cows, except they no mood, An other stuffs dat mooves, An Ceiling Cat sawed iz good. <sup>22</sup> An Ceiling Cat sed O hai, make bebehs kthx. An dont worry i wont watch u secksy, i not that kynd uf kitteh. <sup>23</sup> An so teh...fith day. Ceiling Cat taek a wile 2 cawnt.

<sup>24</sup> An Ceiling Cat sayed, i can has MOAR living stuff, mooes, An creepie tings, An otehr aministrals. It happen so tehre. <sup>25</sup> An Ceiling Cat doed moar living stuff, mooes, An creepies, An otehr animuls, An did not eated tehm.

<sup>26</sup> An Ceiling Cat sayed, letz us do peeps like uz, becuz we ish teh qte, An let min p0wnz0r becuz tehy has can openers.

<sup>27</sup> So Ceiling Cat createded teh peeps taht waz like him, can has can openers he maed tehm, min An womin wuz maeded, but he did not eated tehm.

<sup>28</sup> An Ceiling Cat sed them O hai maek bebehs kthx, An p0wn teh waterz, no waterz An teh firmmint, An evry stufs.

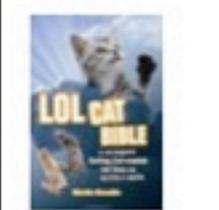
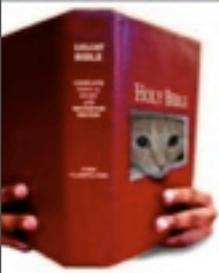
<sup>29</sup> An Ceiling Cat sayed, Beholdt, the Urfs, I has it, An I has not eated it. <sup>30</sup> For evry createded stufs tehre are the fuudz, to the burdies, teh creepiez, An teh mooes, so tehre. It happen. Iz good.

<sup>31</sup> An Ceiling Cat sayed, Beholdt, teh good enouf for releaze as version 0.8a. kthxbai.

Audio Version (courtesy von Kempelen) [🔊](#)

### Old Testament

- » Genesis
- » Exodus
- » Leviticus
- » Numbers
- » Deuteronomy
- » Joshua
- » Judges
- » Ruth
- » 1 Samuel
- » 2 Samuel
- » 1 Kings
- » 2 Kings
- » 1 Chronicles
- » 2 Chronicles
- » Ezra
- » Nehemiah
- » Esther
- » Job
- » Psalms
- » Proverbs
- » Ecclesiastes
- » Song of Solomon
- » Isaiah
- » Jeremiah
- » Lamentations
- » Ezekiel
- » Daniel
- » Hosea



LOLcat Bible  
Martin Grandin  
Buy New \$9.32  
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Navigation

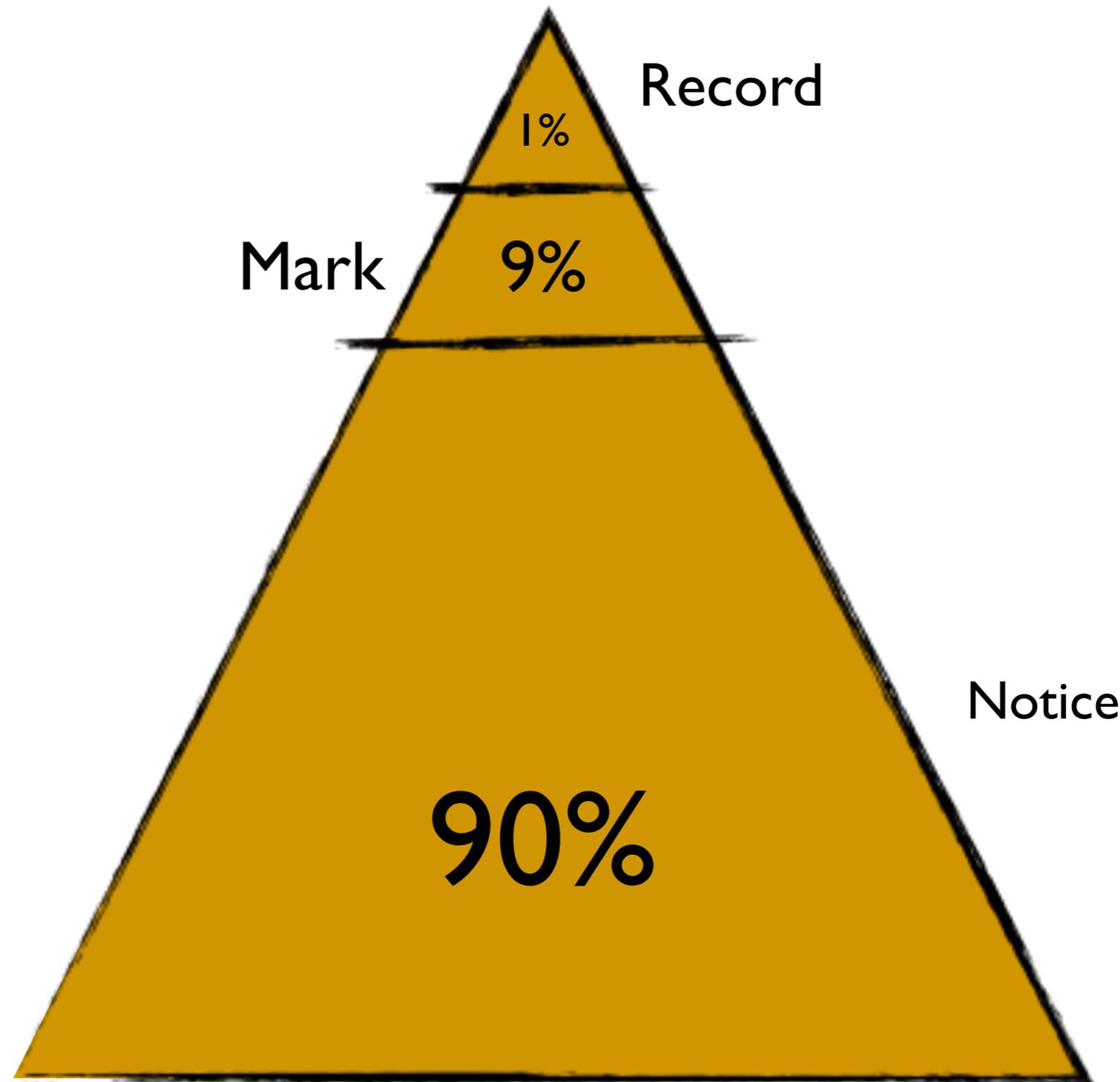
- » Main Page
- » Community portal
- » Recent changes
- » Random page
- » Guidelines
- » Learn lolcat
- » Ceiling Cat Prayer
- » Proof of Ceiling Cat Press

Search

Go Search



# Participation Inequality





THE BILLS



WE ARE



MAXIMISERS

NOT ONLY PR

# Key attributes of a game:

goals

rules

challenge

interaction

# Series: Email Productivity Game

New Sales idea - Message (HTML)

Message Insert Options Format Text OutlookSpy

Clipboard: Paste, Cut, Copy, Format Painter

Basic Text: Font face (Calibri), size (11), bold, italic, underline, text color, background color, bulleted list, numbered list, indent, decrease indent, increase indent

Names: Address Book, Check Names

Include: Attach File, Attach Item, Business Card, Calendar, Signature

Options: Follow Up, Spelling

This message has not been sent.

Send

To... [Redacted]

Cc... [Redacted]

Subject: [Redacted]

Series: 5

Series: 1

Balance: 10480

Hi Everyone,

I've been working on the Airline Multiplexer project and I think I've come up with a clever sales technique. I propose to bundle the Multiplexer with the Uniplexer and offer both at 25% discount. Joe from Marketing estimate that 80% of Multiplexer sales will come from Uniplexer customers.

Let's have a meeting on Friday to discuss this. I will prepare some presentation materials, and ask Dave from management to attend. It shouldn't take more than 30 minutes. Does 11:00 am work for you all?

Thanks,

[Redacted]

Director Product Management

seriosity

## Badges

Drag a badge to the left to add it to your Badge Placard

### Badge Placard



### Badge Explanation

This is your Badge collection page. As a Carbon user, you can earn Badges for using Serios in specific ways. For example, you can earn the Level 1 Activity Badge just by sending 10 Serios! As you become more adept at using Serios, you will earn higher ranks of Badges. You can show these off by placing them on your Badge Placard, which is visible to everyone else in the Carbon system.

Some Badges are much harder to earn than others. Over time, you may also gain access to especially rare or undiscovered Badge sets!

### Badge Notification

9/24/06 - Congratulations! You have earned the Level 2 Income Badge! 

9/20/06 - Congratulations! You have earned the Level 8 Activity Badge! 

#### Serio Use



Serio Use tracks how frequently you attach Serios to your messages.

#### Activity



Activity Badges are granted when you send and receive Serios.

#### Bunching



Bunching is measured by adding up all parts of your day that are at least 15 minutes separate from your last email activity. Bunching helps you avoid letting email interrupt your work.

#### Experience



This Badge measures the number of weeks you have successfully collected your allowance, or been active with Carbon.

#### Income



This Badge set looks at Serios gained from a variety of sources as a metric. Income badges are obtained when you receive Serios from many people.

#### Investments



Investment Badges are obtained when you send Serios to many people.

# **Game Design and Social Media**

Collecting (and Displaying) things

Earning points

System feedback

Value exchanges

Customization and personalization

Thanks for Sharing Facebook With Your Friends

004

Number of invites you've sent so far

Invite More Friends

Friends who are sharing because of you



Julie Lynne Malin got to Soweto at 7am this morning for the ticket sales which only opened at 9:30 (due to "technical problems") and only left there at 11 but finally has tickets to SA vs NZ at Soccer City!!!! hip, hip HURRAY!!!!



Julie Lynne Malin Stand up for what's right. Stand up for the law. Stand up for decency, compassion, and respect. Stand up for the future you want for your family. Stand up for your community. Stand up, and lead South Africa. Not soon. Not just now. Now. Because if you don't, who will?



Julie Lynne Malin might not be the most hottest or the sexiest, nor do I have the perfect body. I might not be everybody's 1st choice, but I'm a GREAT choice. I don't pretend to be someone I'm not because I'm too good at being ME.. I might not be proud of some of the things I've done in the past but I'm proud of who I am today!!! Take me as I am or watch me as I walk away. Post this as your status if you are proud of being YOU!!



Jaxon Rice Well those resolutions didn't last very long



Jaxon Rice up at 4.am in Port Alfred for a day's deep sea fishing with my brother Evan. Happy happy joy joy.



Jaxon Rice and Jose Cuervo Black Tequila are now in a relationship

Your custom invite link

Who's brought the most friends so far?

1



Georges Hutschinski

2



Rodney Rumford

3



Benin Brown

4



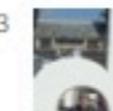
Daniel Guasco

5



Francis Oghuma

63



Dave Duarte

# 20

Percentage of album sales in 2009 that were digital



**Top-selling album of 2009:**  
**"Fearless,"**  
**Taylor Swift**  
**(3.2 million)**  
1999:  
"Millennium,"  
Backstreet Boys  
(9.4 million)

## \$62.57

2009 average concert-ticket price

1999: \$36.84



**20+23=43**  
combined age of Taylor Swift and opening act Kellie Pickler

**67+61=128**  
combined age of touring partners Carole King and James Taylor



## Michael Jackson



**Top-selling artist of 2009**

(8.3 million units sold)

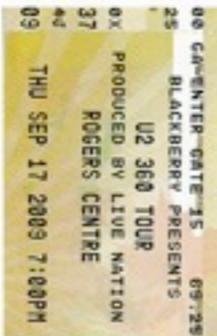
**Top-selling vinyl album, 2009:**  
**"Abbey Road,"**  
**The Beatles**

(34,800 units)



**Top-selling digital artist, 2009**  
**Lady Gaga**

(15.3 million units)



**Top concert tour of 2009:**  
**U2**

(\$123 million gross)

**1999:**  
**The Rolling Stones**  
(\$64.7 million)



**Tim McGraw**  
Top radio airplay of the last decade  
(8 million spins)



**373.9 million**  
**Total album sales, 2009**  
**(units)**

1999:  
754.8 million

20

Percentage of sales in 2009 were digital

Michael Jackson



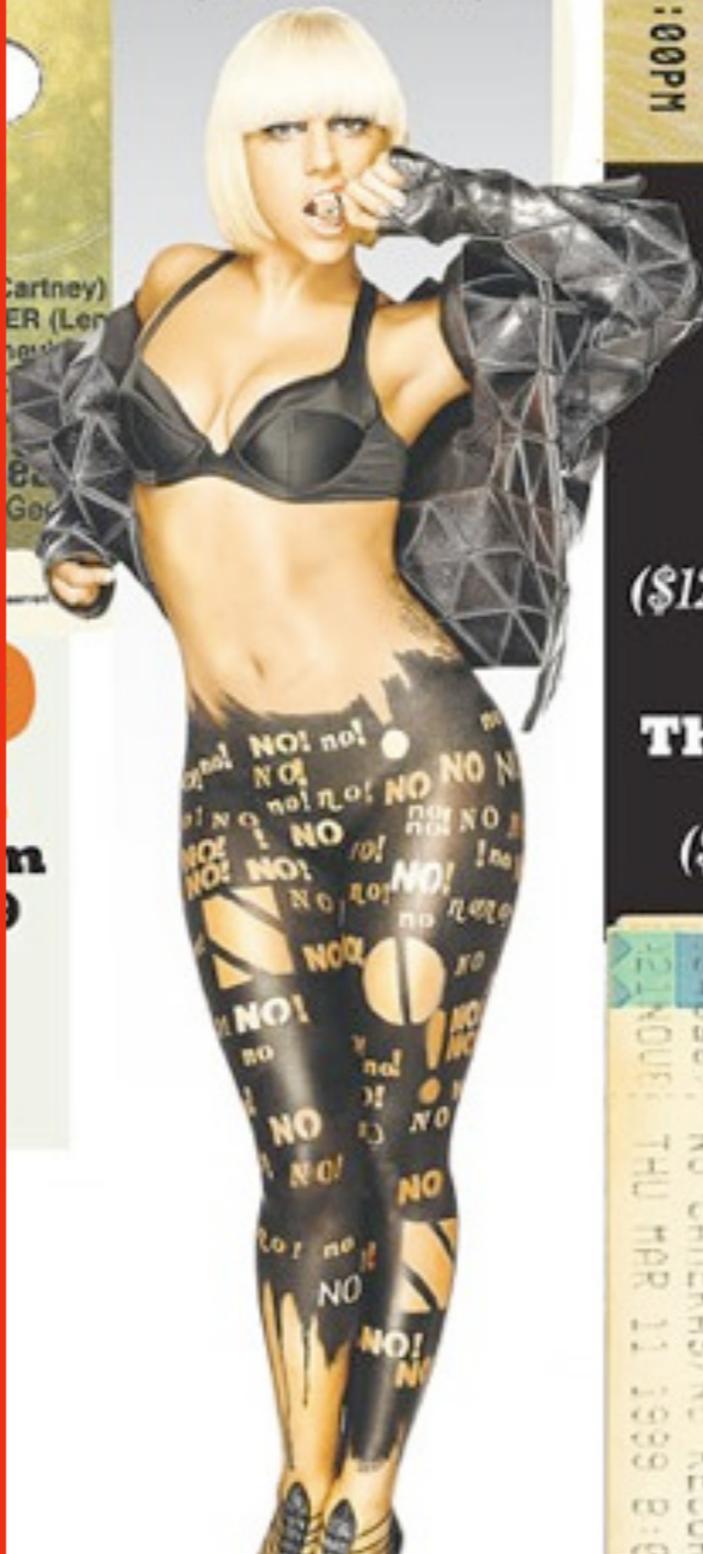
Top-selling artist of 2009

(8.3 million units sold)

Top-selling digital artist, 2009

Lady Gaga

(15.3 million units)



THU SEP 17 2009 7:00PM

2.57

average ticket price \$36.84

20+23=43 combined age of Taylor Swift and opening act Kellie Pickler



GA2 GA0 37 FAN  
GA-CENTER-GATE-45 69:29  
BLACKBERRY PRESENTS  
U2 360 TOUR  
PRODUCED BY LIVE NATION  
ROGERS CENTRE  
THU SEP 17 2009 7:00PM

Top concert tour of 2009:

U2

(\$123 million gross)

1999: The Rolling Stones

(\$64.7 million)



(\$123 million gross)

The Rolling Stones

(\$64.7 million)

THU SEP 17 2009 7:00PM

# I.Tribe



**twitpic**  
share photos on twitter

Twitter username  
 Remember me

Rotate photo View full size

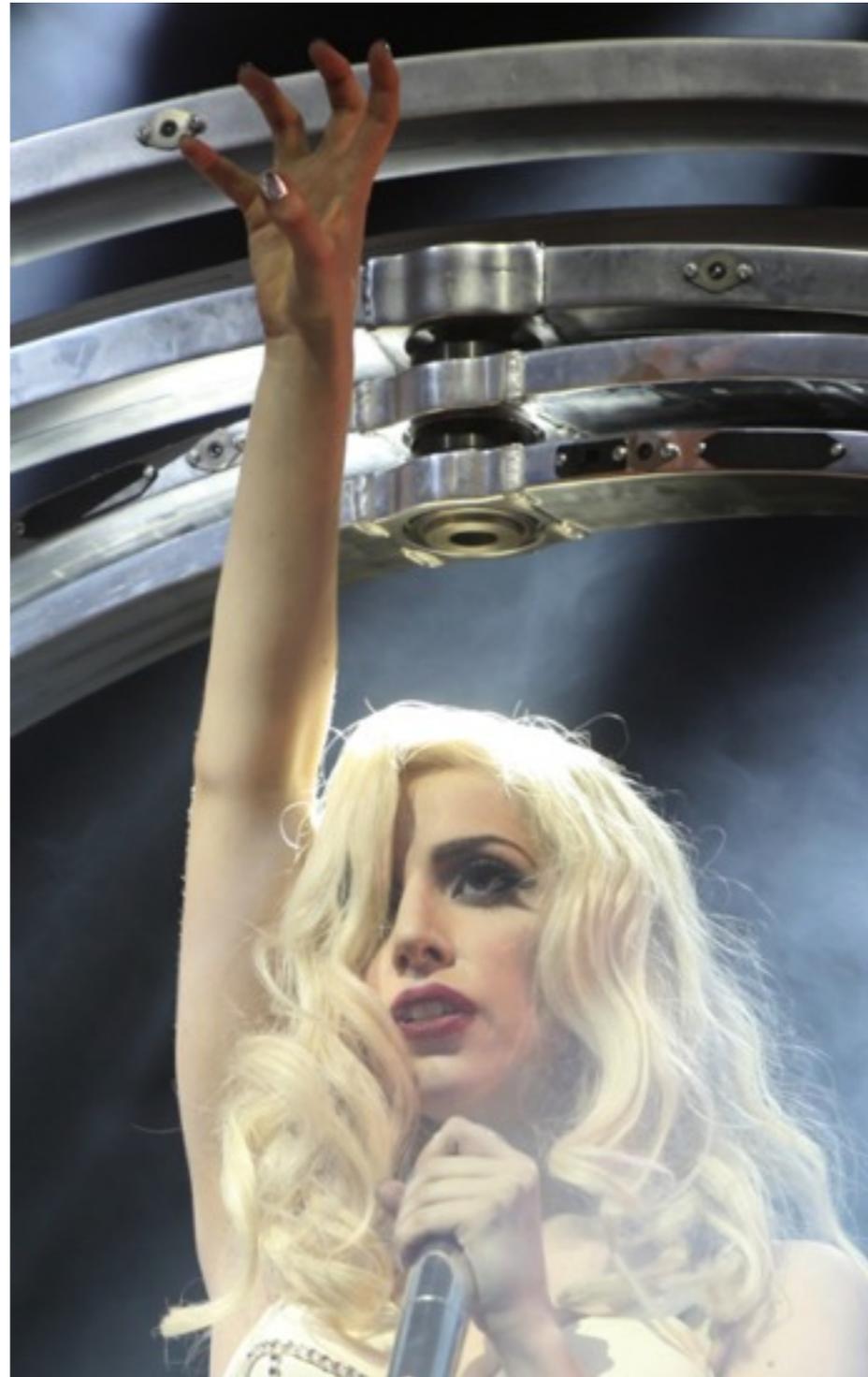
A photograph of a tattoo on a person's arm. The tattoo features the words 'Little Monsters' in a cursive font, with 'Little' above 'Monsters'. To the left of the text are several stylized 'M' characters. Below the text is a small, illegible inscription.

look what i did last night. little monsters forever, on the arm that holds my mic. xx

A photograph of a tattoo on a person's arm. The tattoo features the words 'Little Monster' in a cursive font, with 'Little' above 'Monster'. To the right of the text is a detailed illustration of a mouth with bright green lips and white teeth.

Yes my tattoo on my arm paparazzi lips :) I love you @ladygaga THIS IS FOR YOU.

## 2. Shared symbols



# 3. Meaning

**THE GAGAPEDIA**

Search Gagapedia

- Gagapedia
- Haus of GaGa
- Discography
- Videography
- Concerts
- Media archive
- Merchandise
- Community

Create a new article  
Upload a new image

Recent changes Random page  
Help Special pages

Latest activity  
495 articles on this wiki

So Happy I Could Die

Tired of the ads? Register on the Gagapedia! (It's free) Have a good day little monster :)

## Manifesto of Little Monsters edit this page

[Jet Airways. Book Tickets](#)  
Daily Direct Flights To India. Book Your Tickets To Mumbai now!  
[www.JetAirways.com/Fly\\_To\\_India](http://www.JetAirways.com/Fly_To_India)

[Take 2 - South Africa](#)  
Biggest Online CD Selection in SA! Great Prices Special Offers Buy Now  
[www.take2.co.za](http://www.take2.co.za)

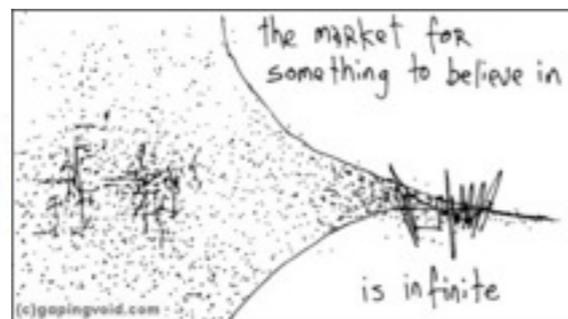
[Big Talk Entertainment](#)  
SA Music Artists, Bands, Performers Comedians and Entertainers online  
[www.bigtalk.co.za](http://www.bigtalk.co.za)

Ads by Google

The **Manifesto of Little Monsters** is a text written by Lady Gaga and first released in [The Fame Monster](#) (Super Deluxe). Inside the [Monster Ball](#), there is an interlude, [Monster Film](#) where she reads a slightly modified version of the text.

### Written version edit

#### I. Manifesto of Little Monsters



There's something heroic about the way my fans operate their cameras. So precisely and intricately, so proudly, and so methodically. Like Kings writing the history of their people. Its their prolific nature that both creates and procures what will later be perceived as the "kingdom." So, the real truth about lady gaga fans lies in this sentiment: They are the kings. They are the queens. They write the history of the kingdom, while I am something of a devoted Jester.

It is in the theory of perception that we have established our bond. Or, the lie, I should say, for which we kill. We are nothing without our image. Without our projection. Without the spiritual hologram of who we perceive ourselves to be, or to become rather, in the future.

Ads by Google

When you're lonely,

ill be lonely too.

# 4. Reward, Acknowledgement, Privileges

Lady Gaga Phone Call + Poker Face Piano



# 5. Platforms

Pop

**LADY GAGA**  
**THE FAME MONSTER**

New album **THE FAME MONSTER** available now!

NEW YORK, New York  
United States

Profile Views: 58770190

Last Login: 3/19/2010

View My: [Pics](#) | [Videos](#) | [Playlists](#)

music Pop Out Player

**Telephone**  
Lady Gaga Beyoncé

00:00 03:41

5,041,963 plays [+](#) [Buy](#)

**Bad Romance**  
by Lady Gaga 17,005,884 plays [+](#) [Buy](#)

**Paparazzi (Made Famous by Lady...)**  
by Cardio Workout Crew 18,518,101 plays [+](#) [Buy](#)

Albums (12) Videos (18) Playlists (1) Plays today: 17,376 Total plays: 383,944,483

**Contacting Lady Gaga**

SEND MESSAGE FORWARD  
ADD TO FRIENDS ADD TO FAVS  
INSTANT MESSAGE BLOCK  
ADD TO GROUP RANK USER

**MySpace URL:**  
[www.myspace.com/ladygaga](http://www.myspace.com/ladygaga)

**Upcoming Shows** [\(view all\)](#)

Mar 20 2010	8:00P	<b>THE MONSTER BALL at Entertainment Centre</b>	Newcastle
Mar 23 2010	8:00P	<b>THE MONSTER BALL at Rod Laver Arena</b>	Melbourne
Mar 24 2010	8:00P	<b>THE MONSTER BALL at Rod Laver Arena</b>	Melbourne
Mar 26 2010	8:00P	<b>THE MONSTER BALL at Entertainment Centre</b>	Brisbane
Mar 27 2010	8:00P	<b>THE MONSTER BALL at Entertainment Centre</b>	Brisbane
Mar 28 2010	8:00P	<b>THE MONSTER BALL at ATS</b>	Canberra

# Principles of Happiness

- Satisfying work to do
- The experience of being good at something
- Time spent with people we like
- The chance to be a part of something bigger

**In Conclusion...**

## The Age of Deference

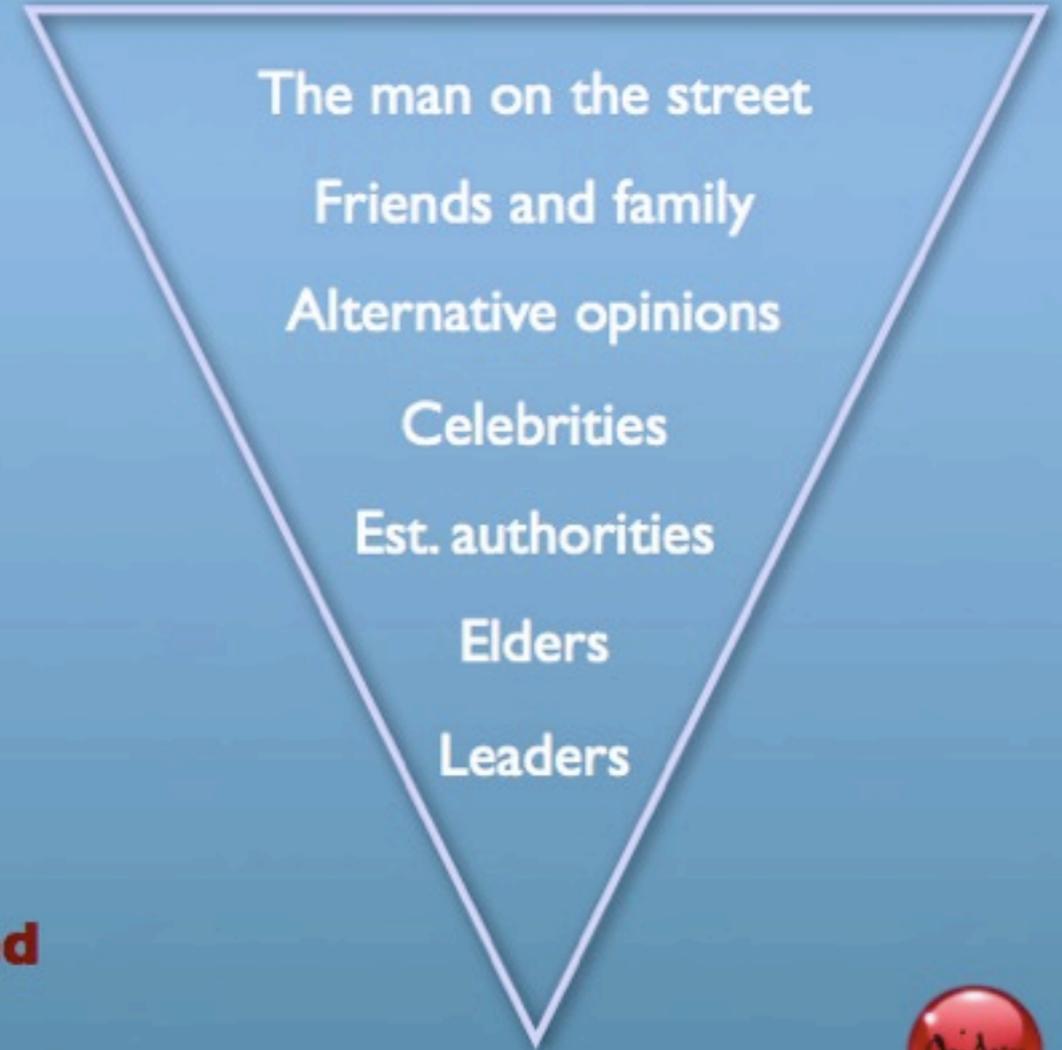


**Most trusted source**



**Least trusted source**

## The Age of Reference

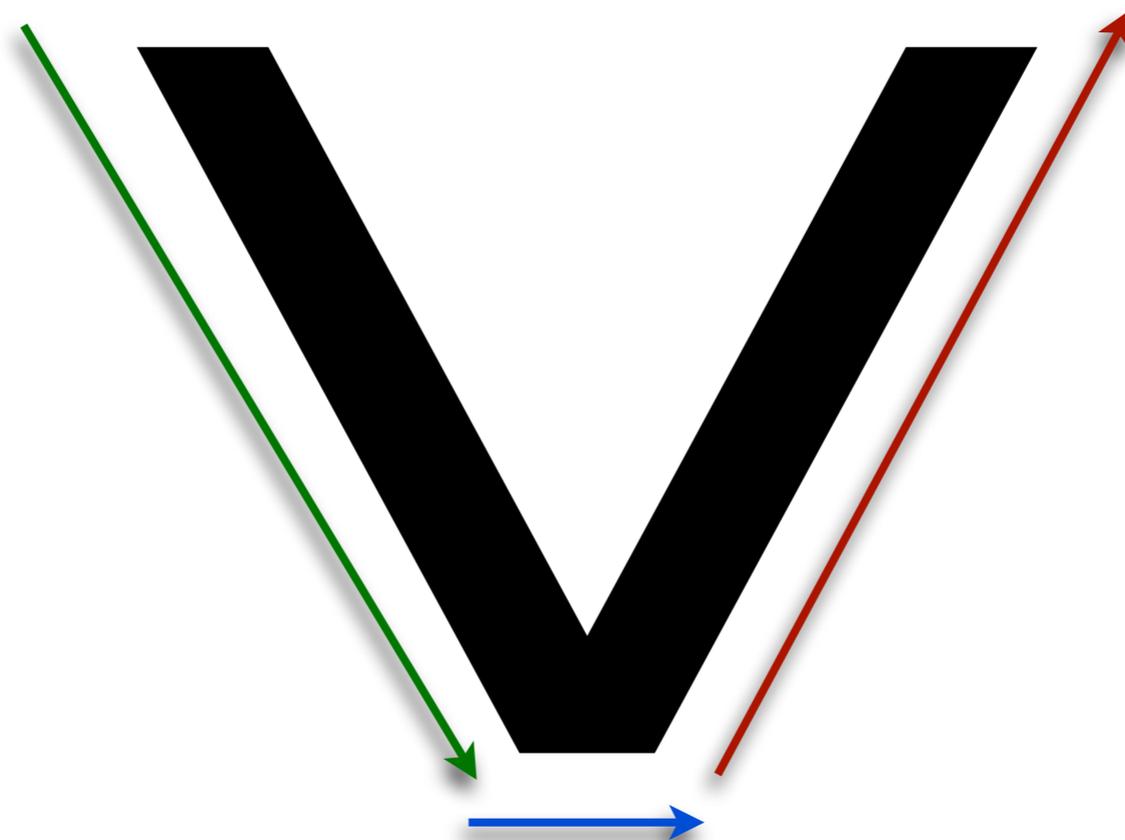


**“Consumers trust consumers more than they trust brands: it means we need to mobilize fans and followers to evangelize on our behalf”**

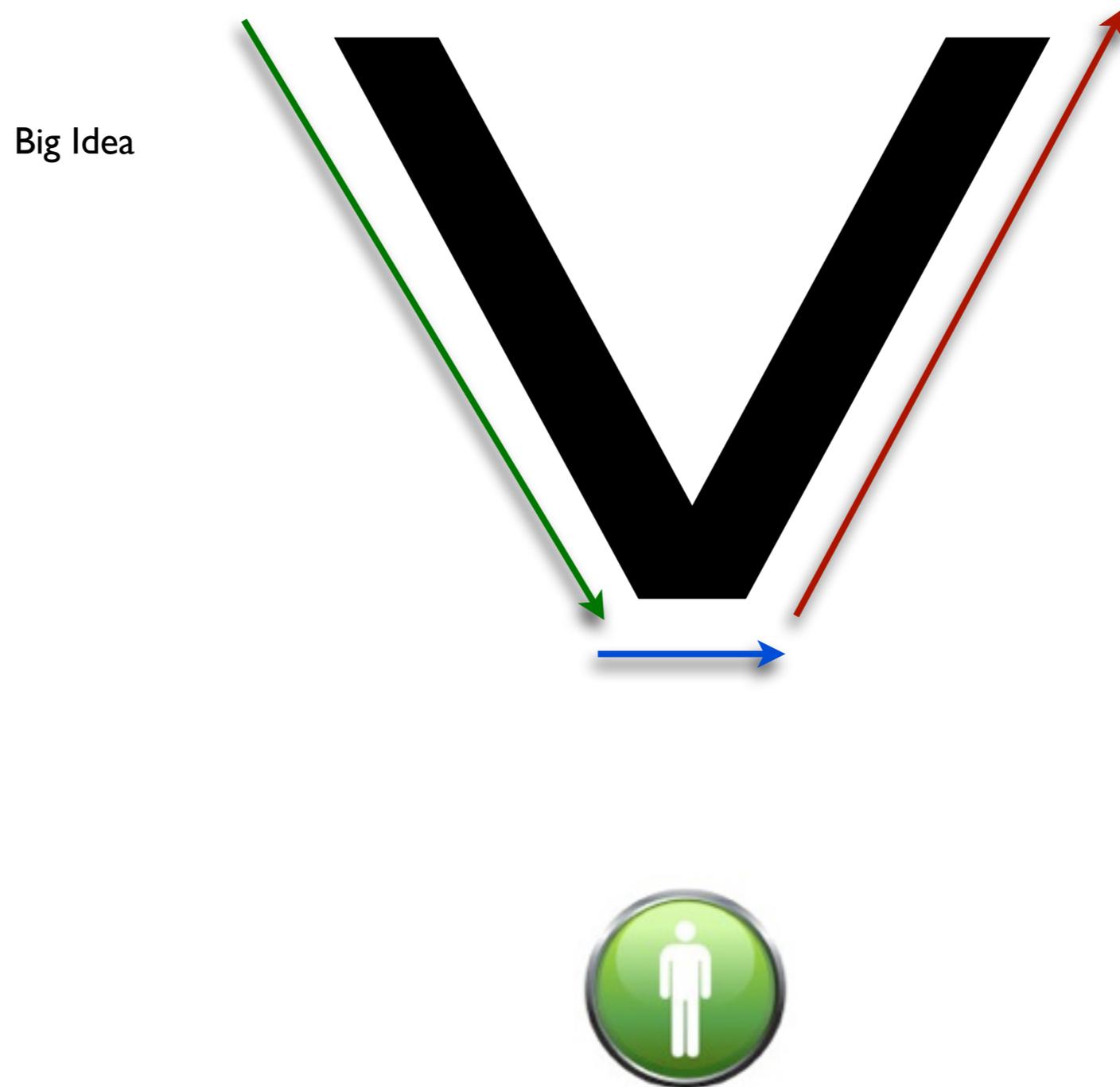
**- Forrester, 2010**



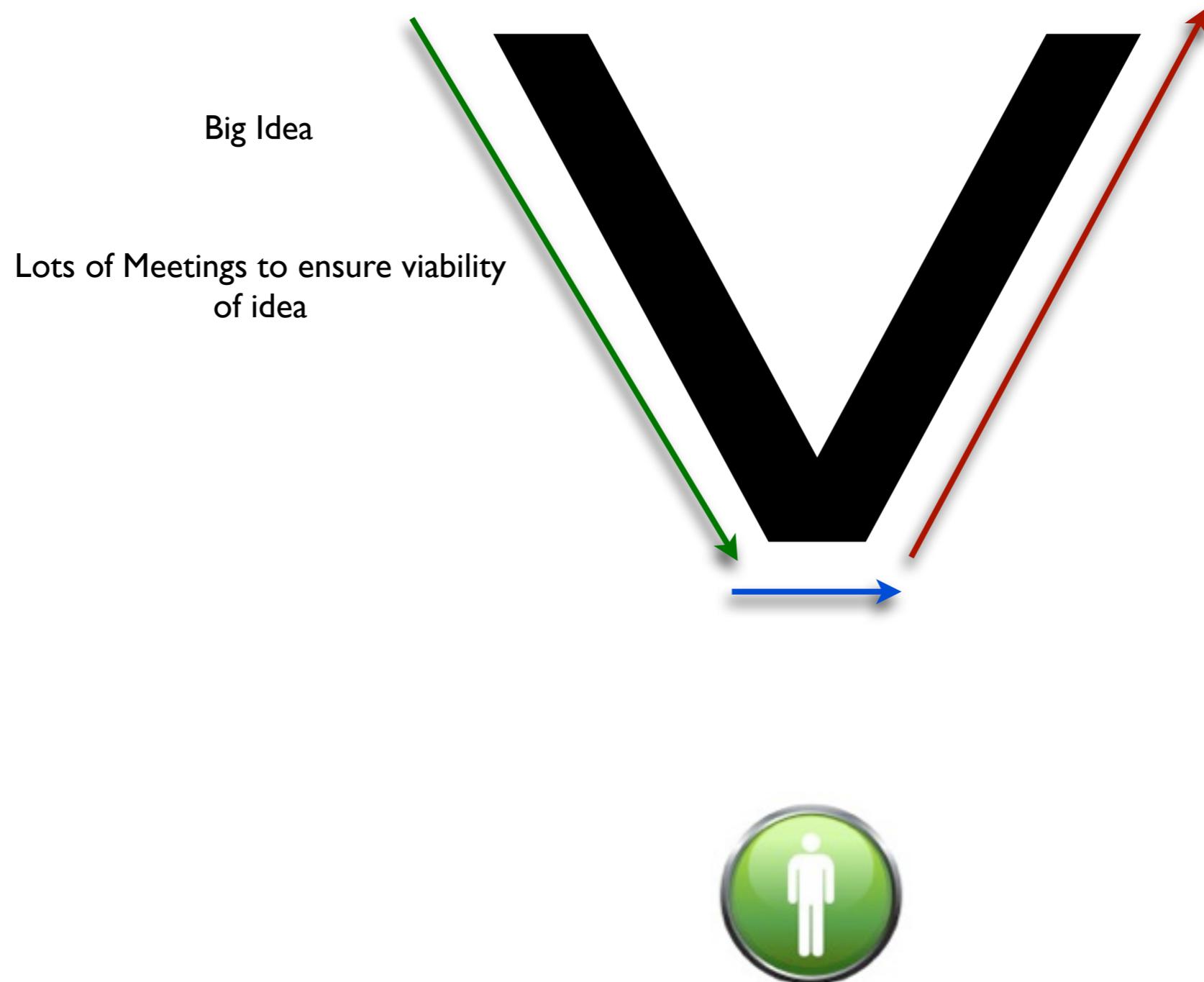
# Industrial Economy Value Creation



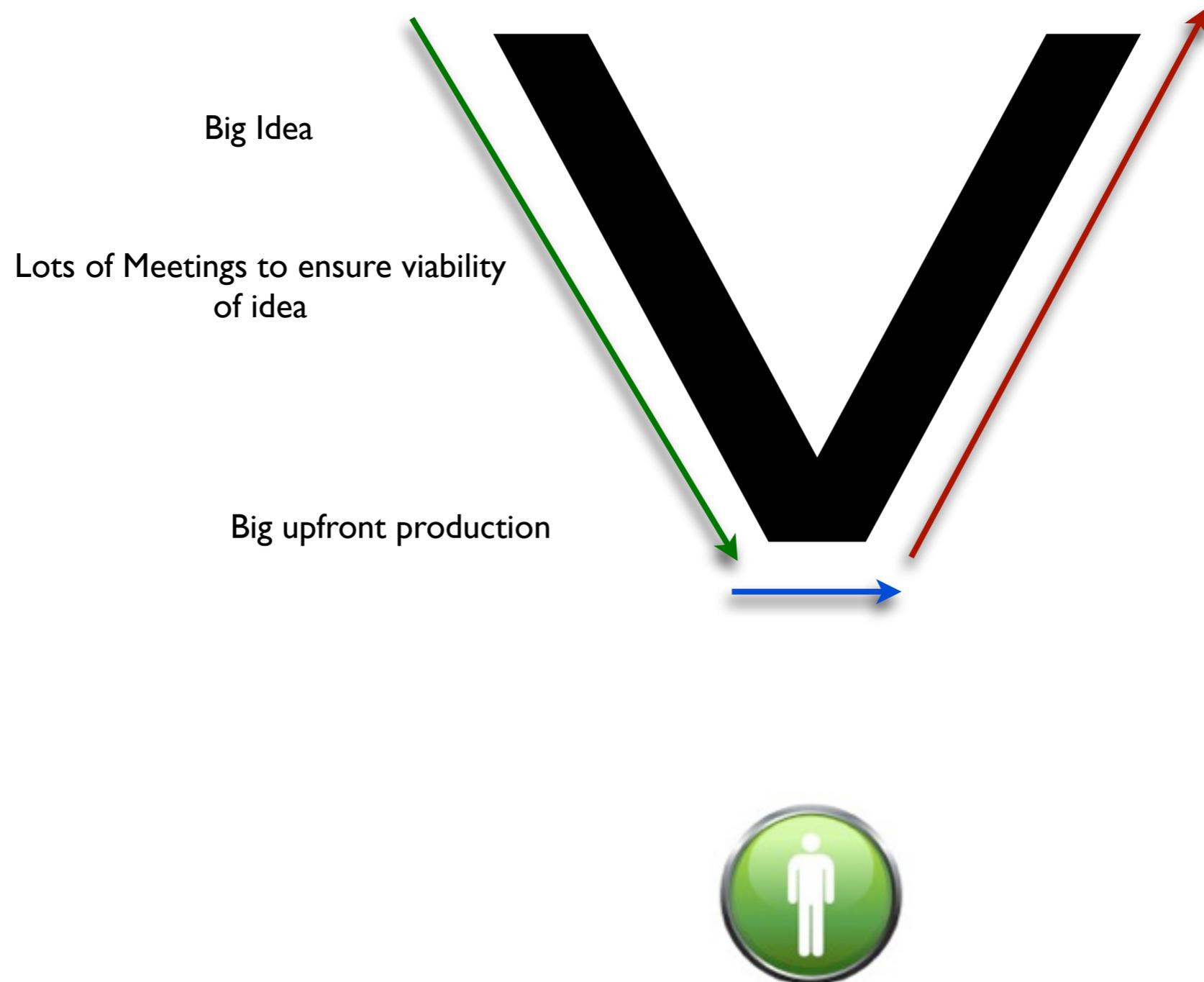
# Industrial Economy Value Creation



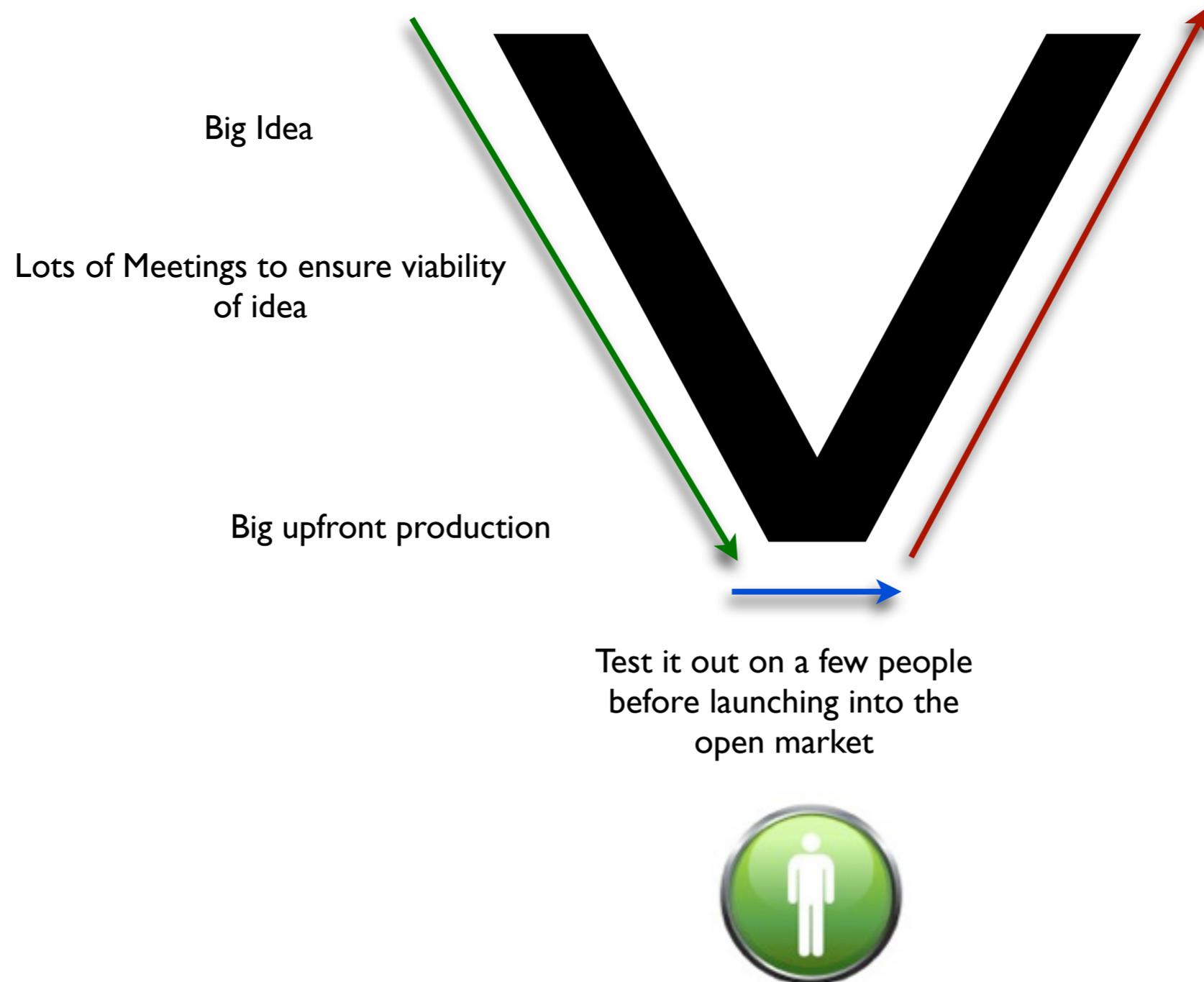
# Industrial Economy Value Creation



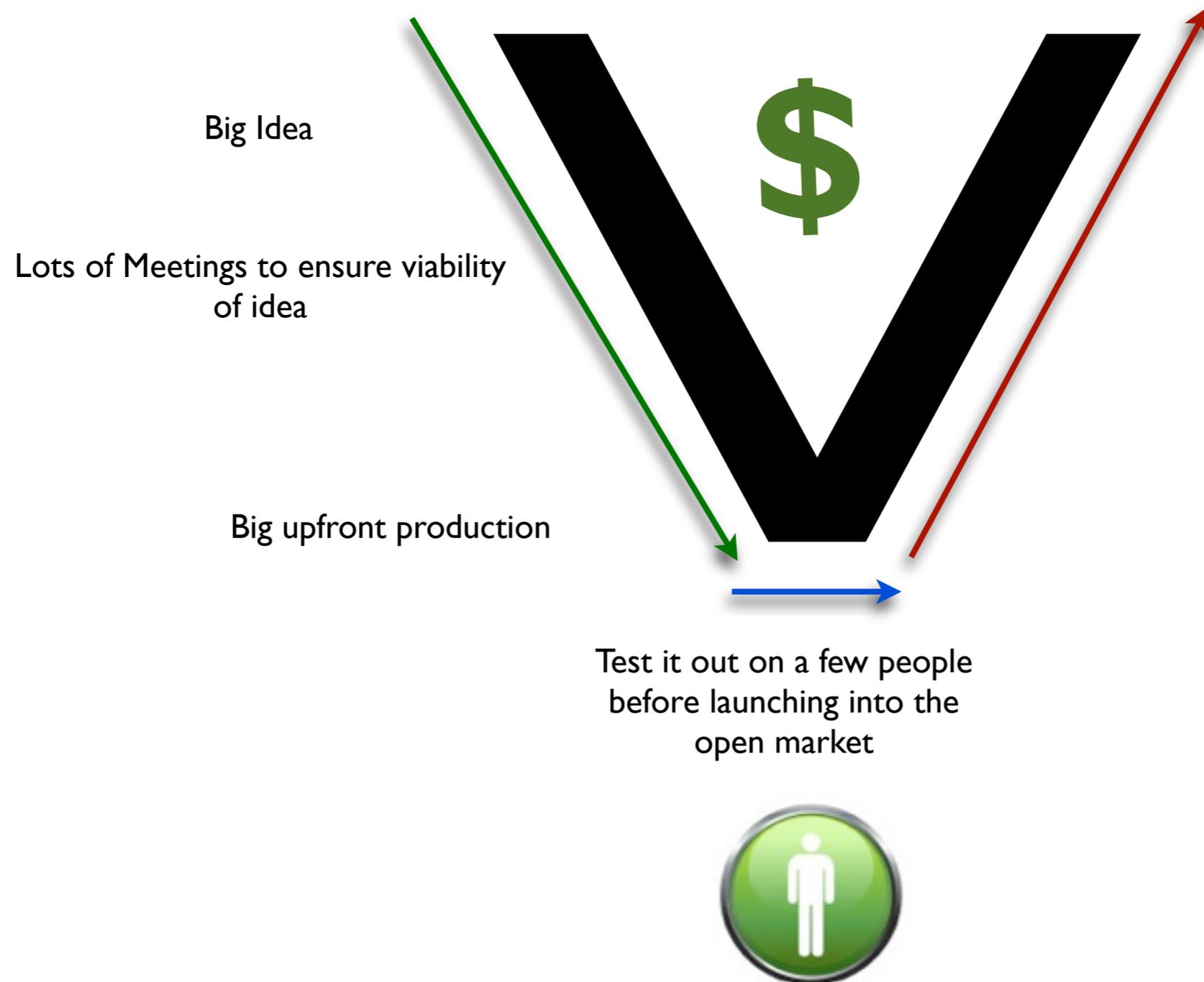
# Industrial Economy Value Creation



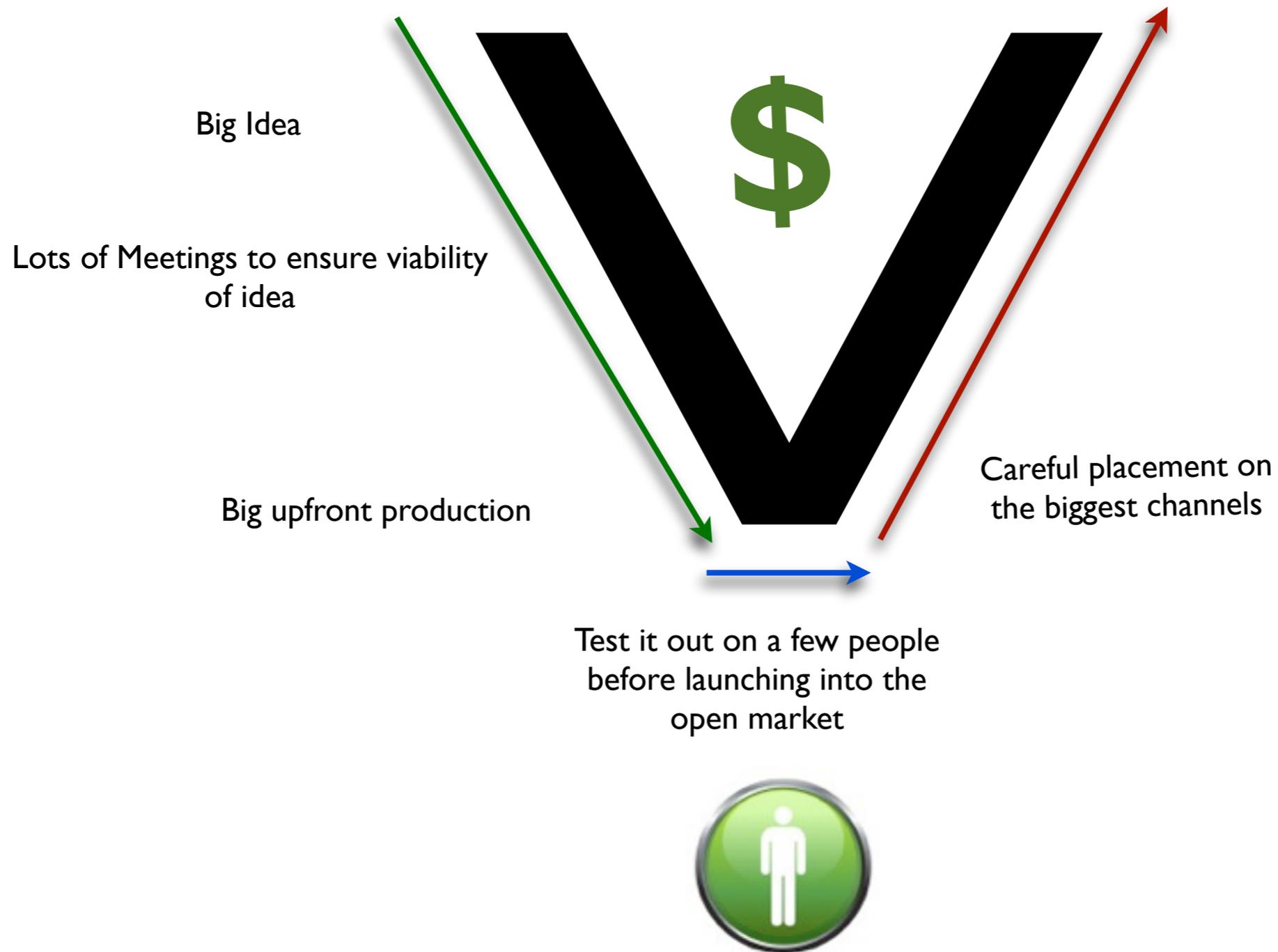
# Industrial Economy Value Creation



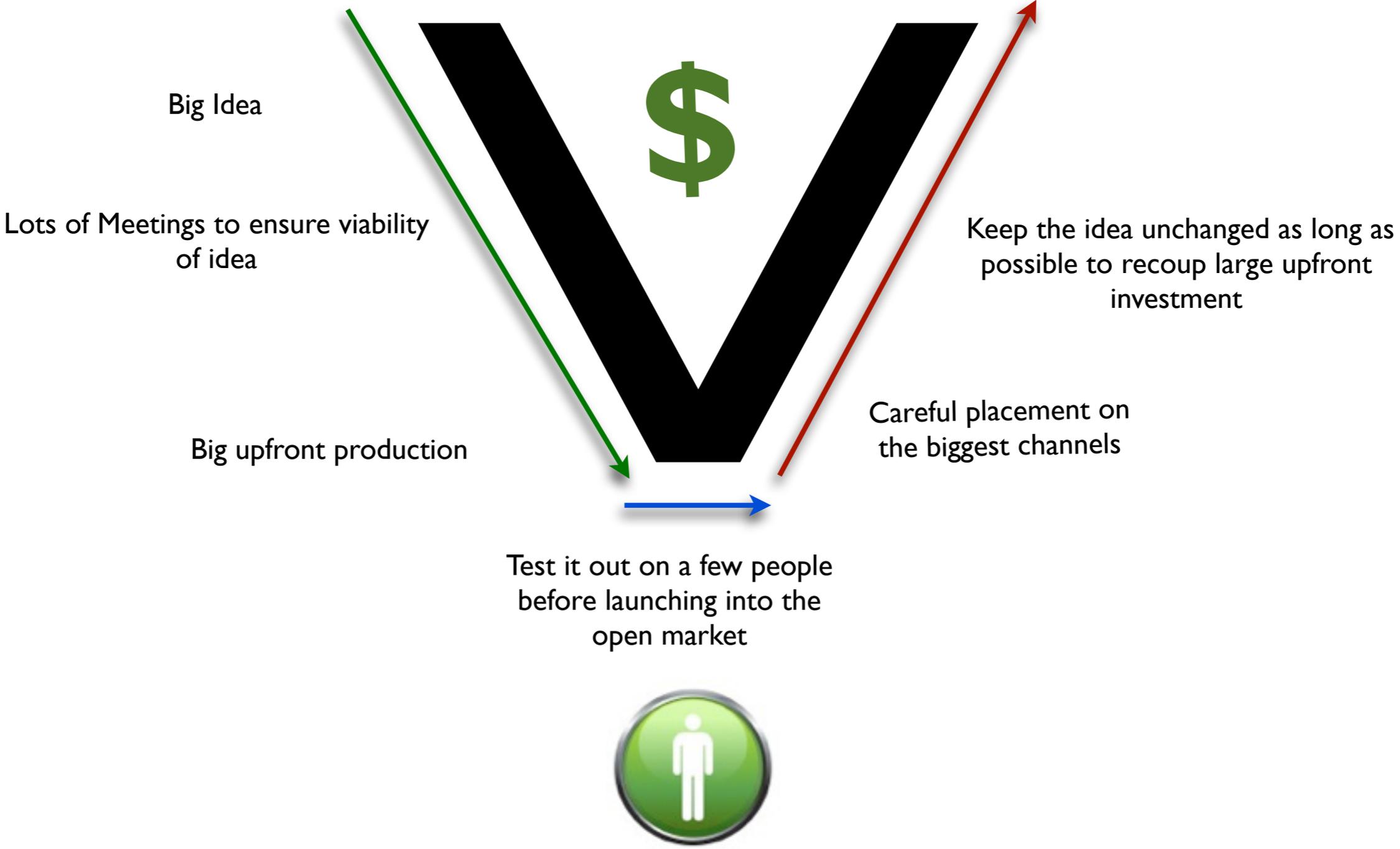
# Industrial Economy Value Creation



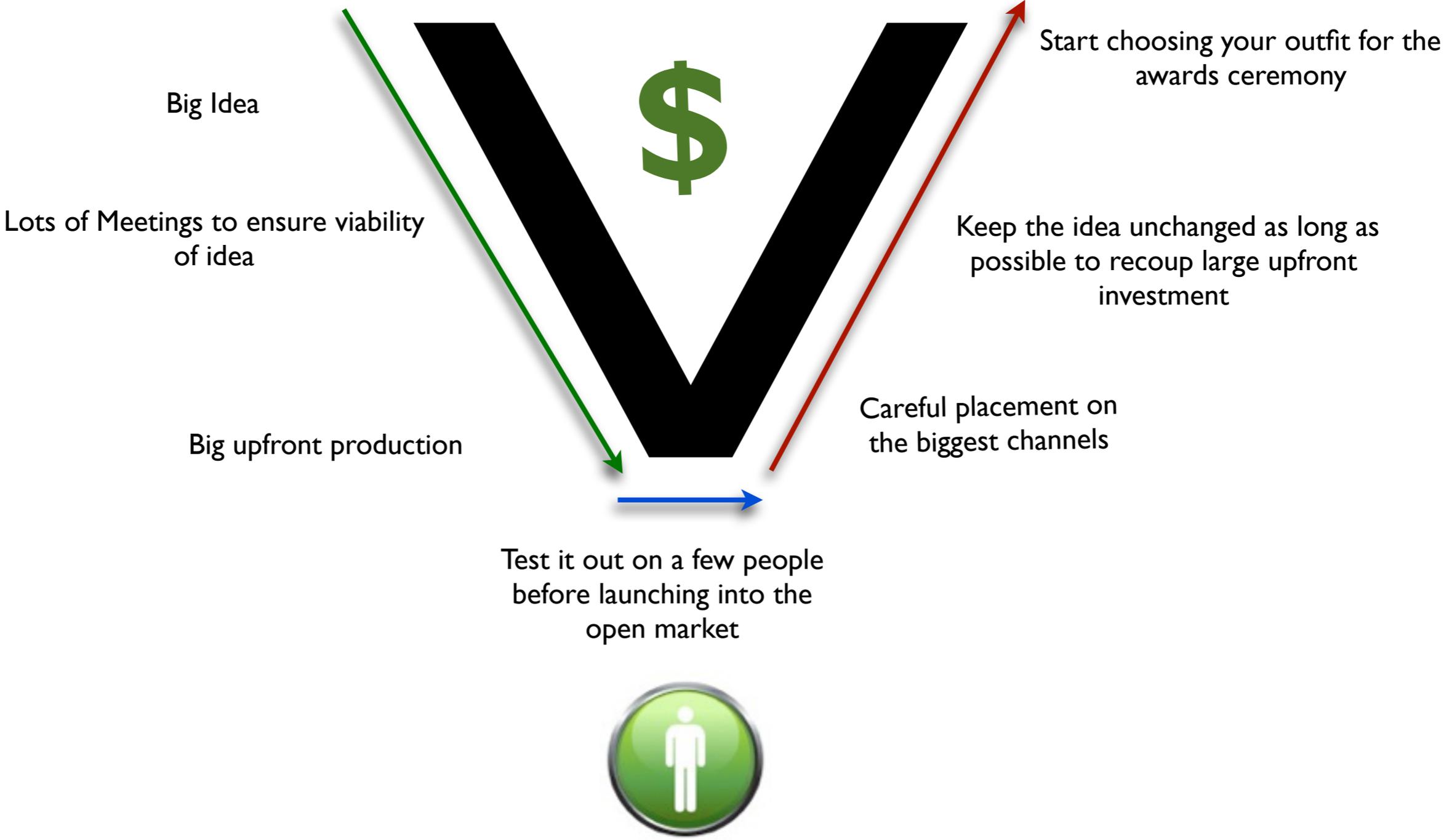
# Industrial Economy Value Creation



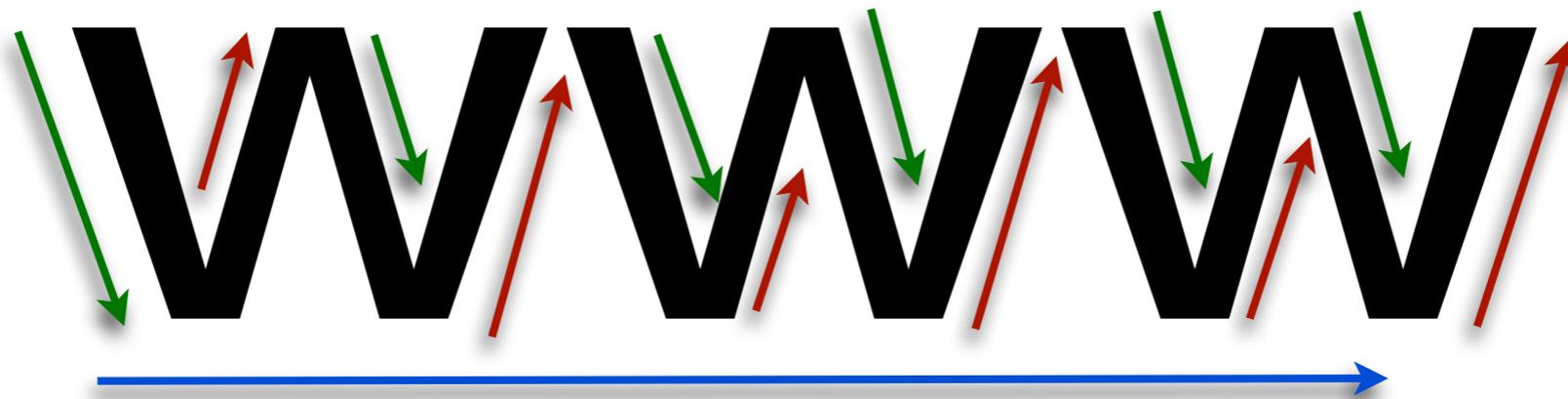
# Industrial Economy Value Creation



# Industrial Economy Value Creation



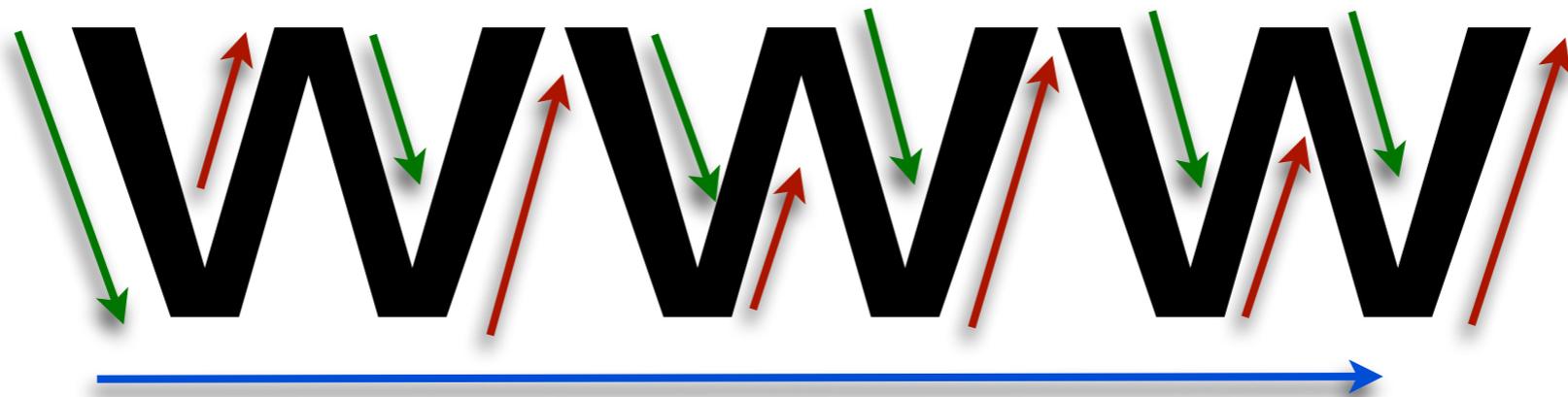
# Attention Economy Value Creation



# Attention Economy Value Creation



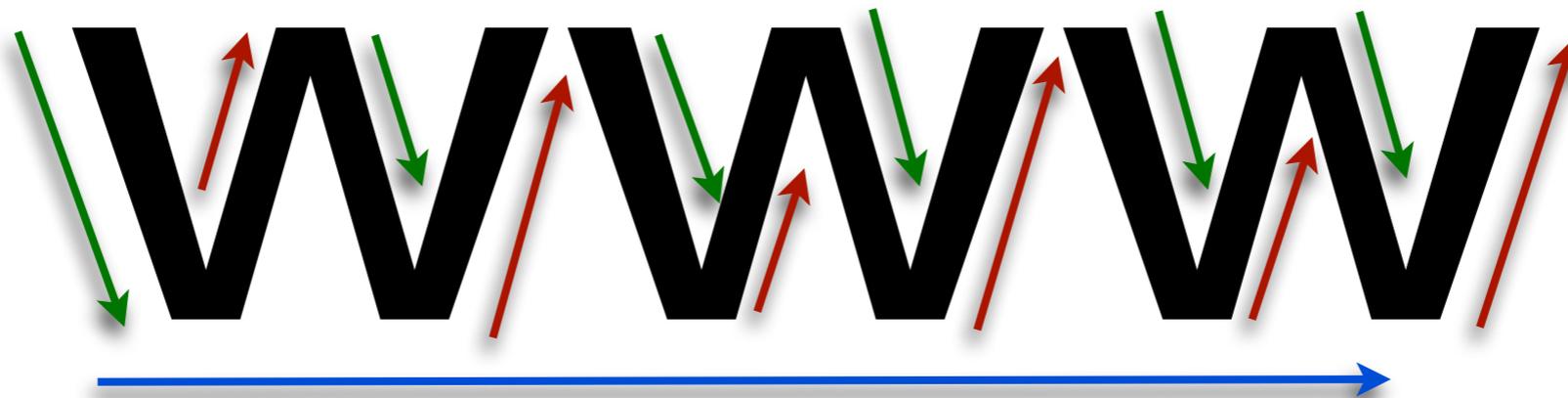
Clarify your Offer with a Community



# Attention Economy Value Creation



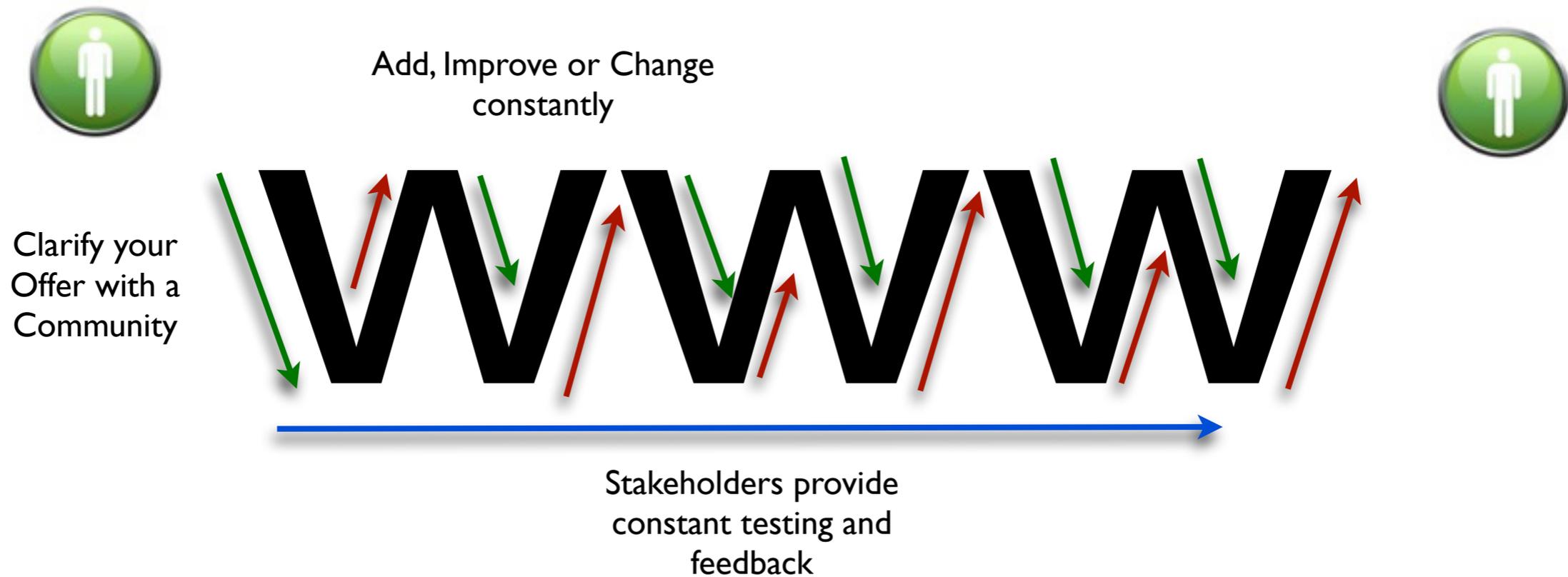
Clarify your Offer with a Community



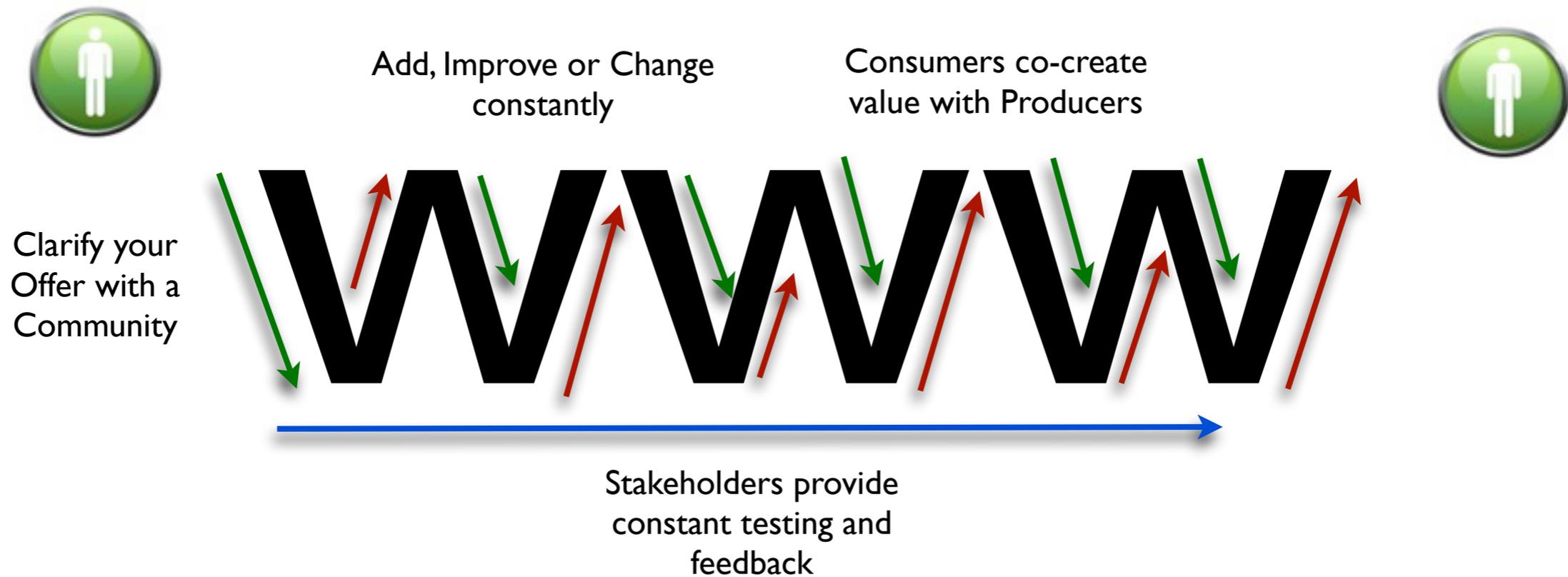
Stakeholders provide constant testing and feedback



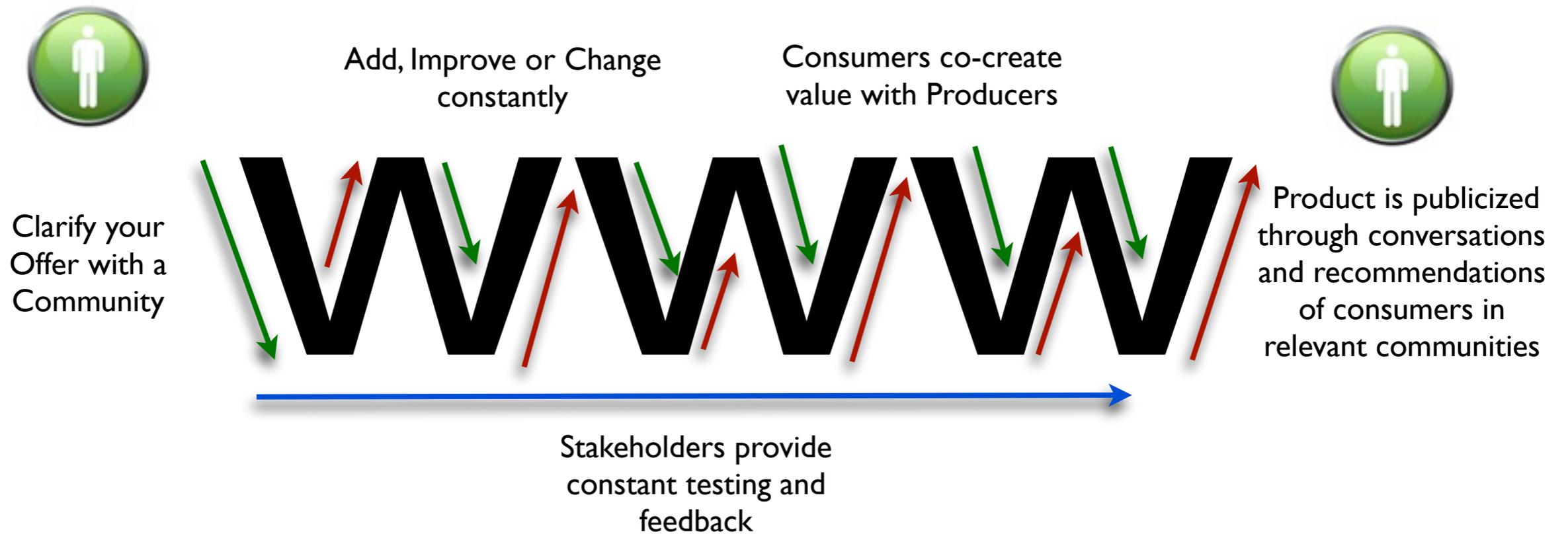
# Attention Economy Value Creation



# Attention Economy Value Creation



# Attention Economy Value Creation



# THANK YOU

{  
HuddleMind.net  
za.creativecommons.org  
DaveDuarte.co.za  
Twitter.com/DaveDuarte  
}

"The truth we are seeing in markets around the globe: the more you share, the more you win".

- Brian Fetherstonhaugh, OgilvyOne

Handshake I, by ooh.ooh, on Flickr.com, CC Licensed

**"The greatest problem in communication is the illusion that  
it has been accomplished."**

**- George Bernard Shaw**