



February 2013 – Issue 3

Dear colleagues,

Welcome to our third newsletter, where you will find useful articles on world leaders' very own social media perspectives, the future of travel, social media case studies, interesting social media quotes, and much, much more. We hope you enjoy it, and don't forget to sign up to our new webinar to further your interest on social media in business!

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## SOCIAL MEDIA CASE STUDY: BLENDTEC



Social media case study: BLENDTEC Blendtec, a company that sells a product line of mixers, blenders and grain mills, provides an example of excellent social media usage for business. Its landing page is by itself highly catching, welcoming visitors to a YouTube video that reveals the 'behind the scenes' making process of a blender: <http://www.blendtec.com/>. ...

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## SOCIAL MEDIA QUOTE

### SOCIAL MEDIA IN BUSINESS - QUOTES

"In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed".

Charles Darwin

Social Media Quote – 18 "In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed." Charles Darwin Social media is the result of the Internet revolution, and the Internet revolution is the result of human innovation. The theory of evolution is at the center of our survival story,...

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## THE FUTURE OF ENTREPRENEURSHIP: DANIEL PRIESTLEY



The future of entrepreneurship: DANIEL PRIESTLEY Daniel Priestley is a marketing and advertising coach, an author, public speaker and entrepreneur. He took part in the leading international conference Entrepreneurs 2012 in November at the Excel Center in London, where he voiced his advice and messages to the business community. 'It is a very exciting time ...

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## SOCIAL MEDIA QUOTE

### SOCIAL MEDIA IN BUSINESS - QUOTES

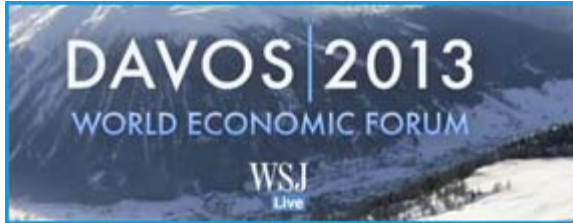
"What is a social business?"

It's an organization that integrates social technologies with critical business processes to improve the productivity of its workforce and create exceptional customer service".

Social media quote – 21 'What is a social business? It's an organization that integrates social technologies with critical business processes to improve the productivity of its workforce and create exceptional customer service.' Alistair Rennie, General Manager, Social Business, IBM Alistair Rennie makes two very important points in regards to social media and business; two points that ...

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## WHAT DO WORLD LEADERS SAY ABOUT SOCIAL MEDIA?



What do world leaders say about social media? During the World Economic Forum in Davos, some business leaders where asked: 'how is social media changing how you do your business?', and their answers provide some very interesting insight into the growing importance of having a social business today. Michael Acton Smith, CEO and Founder ...

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## TRAVEL FUTURE



Infographic Source: Amadeus This info graphic is based on recent research conducted by the Futures Company, a leading global foresight consultancy organization, and commissioned by the international provider of IT solutions for the tourism and travel industry, Amadeus IT Group. The research forecasts how the traveling industry is going to look like in a few ...

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## SOCIAL MEDIA QUOTES

### SOCIAL MEDIA IN BUSINESS - QUOTES

"Many businesses today live and die by consumer opinion and word-of-mouth reputation. And that's why the smartest businesses will monitor, measure, analyse and tap this ecosystem for every relevant insight that might shape their business strategy".

Fourthsource.com

Social Media Quote 22 'Many businesses today live and die by consumer opinion and word-of-mouth reputation. And that's why the smartest businesses will monitor, measure, analyse and tap this ecosystem for every relevant insight that might shape their business strategy.' Fourthsource.com In this age of social media prevalence, what people say about your business ...

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## SOCIAL MEDIA WEBINAR 2013



SOCIAL MEDIA WEBINAR 2013 Are you interested in furthering your interest of social media in business? If you do not know, are uncertain or feel confused about the role of social media in business, come join us at our new course on the 20th of March 2013: the Social Media in Business Bookinar...

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## SOCIAL MEDIA CASE STUDY: MORPHSUITS



Picture Sources: Morph suits Facebook fanpage SOCIAL MEDIA CASE STUDY: MORPHSUITS Morphsuits is an example of a company that leveraged the power of social media to help turn an idea into a successful multimillion-pound business. Founded by two brothers and their flatmate, the trio started selling their skin-tight, bright-colored costumes from their flat in Edinburgh,...

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