



SOCIAL MEDIA
IN
BUSINESS

LEARNING HUB
UPDATES

Dear colleagues,

Welcome to our newsletter, where you will find out more on the new generation of smart objects, the increasingly connected world we are becoming and the way our offices we look like in the near future! 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!

Why Sign up for the Social Media in Business Bookinar right now?

Learn how to take your business one step forward by integrating social media

Buy the course now and get on the limited 100 spots with introductory offer

Bring along a study partner for free

Bonuses and many free tools will be given to both you and your partner

Course can be viewed from an iPad or ereader

Optional Quiz for each module

Pre-work can be accessed straight away

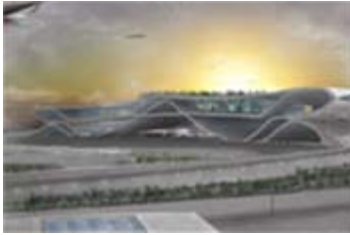
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TOWARDS THE SMART HOME

TOWARDS THE SMART HOME With technological innovation, our homes have the potential to gradually turn into increasingly more efficient, resourceful and intelligent environments. Smartphones, in addition to all the opportunities that they already provide today, have the potential to become central tools in managing our homes as well. LG, for instance, provides an excellent...

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THE FUTURE OF AIR TRAVEL

Image credit: Oliver Andrew, London South Bank University, London The future of air travel Are you wondering how our travel experience will be like in a decade's time? What we now know as science fiction may soon become reality in the world of travel... The 2011 Fentress Global Challenge, an international competition organized by the design...

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INTERNET IN THE SKY: TOWARDS AN INCREASINGLY CONNECTED WORLD

Image Credit: Andrew Barton Internet in the sky: Towards an increasingly connected world Innovation in technology has meant limitless access to the Web. Mobile technology, for instance, has allowed users to get connected to the Internet instantly from anywhere and at anytime. One of the very few limits left is - or was ...

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MY STARBUCKS IDEA

MY STARBUCKS IDEA My Starbucks Idea (MyStarbucksIdea.com), a social media initiative launched by Starbucks in 2008, is an excellent example of crowd-sourcing; the process of the soliciting ideas and information from a wide group of people. Through suggestions, ideas, discussion, feedback and other input given directly by its own customers, Starbucks was able to ...

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THE FUTURE'S OFFICE

Image credit : Microsoft Productivity Future Vision. The future's office The incorporation of technology in the workplace has already started taking place, but it is just the very beginning of what might be a workplace revolution. With the explosion of innovative applications, workspace has the potential to be greatly extended through cyberspace. Social media ...

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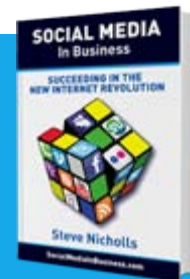


SOCIAL MEDIA INFLUENCE CONFERENCE - 13TH JUNE 2013

SOCIAL MEDIA INFLUENCE CONFERENCE - 13TH JUNE 2013
Social media has gone from a simple way to connect with others to a full-fledged strategic resource for business. On the 13th of June 2013, the Cavendish Conference Centre in London will host 'Social Media Influence', a dynamic one-day conference to discuss this further with some ...

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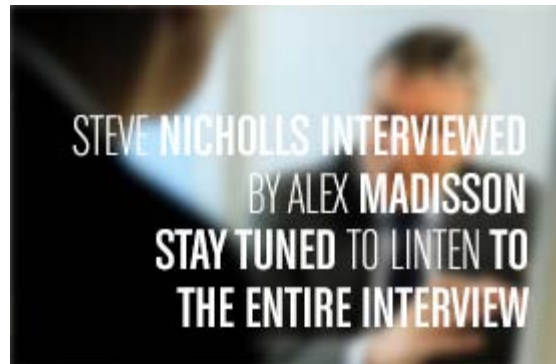
An interactive training based on the best-selling book Social Media in Business designed as your blue print to social media strategy and implementation for any business

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What People are Saying



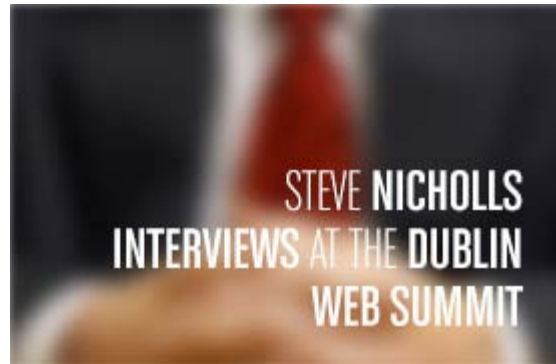
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Writer and columnist Steve Nicholls discusses the strategic importance of social media marketing...

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