

Innovative Communication



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#NRNmeeting



John Montagu, 4th Earl of Sandwich



What did you ask for?

1. Reach Audience
2. Innovative Ways
3. Attractive Content

Bad Stereotypes



Attention Span

Reverse Dialogue

A: Thank you for the interview.

B: Sure, Carl Parker has attracted the hearts of millions of people all over the world.

A: Is this genius artist really that popular also among general public?

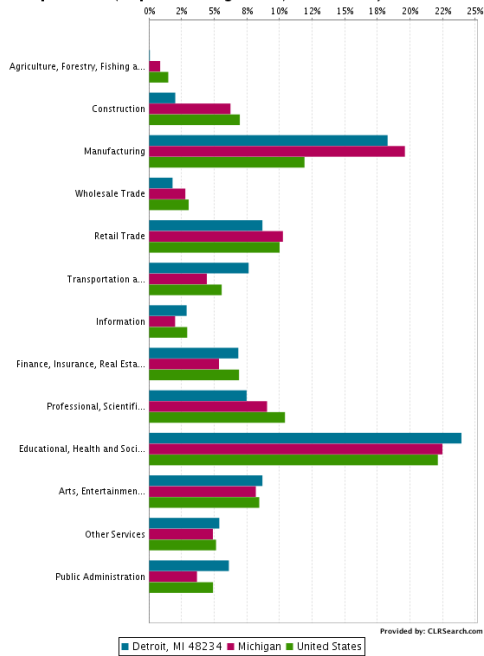
B: That's right. Critics often pointed to the eccentricity of his main characters.

A: We can imagine that Carl Parker lived in another world. Is that right?

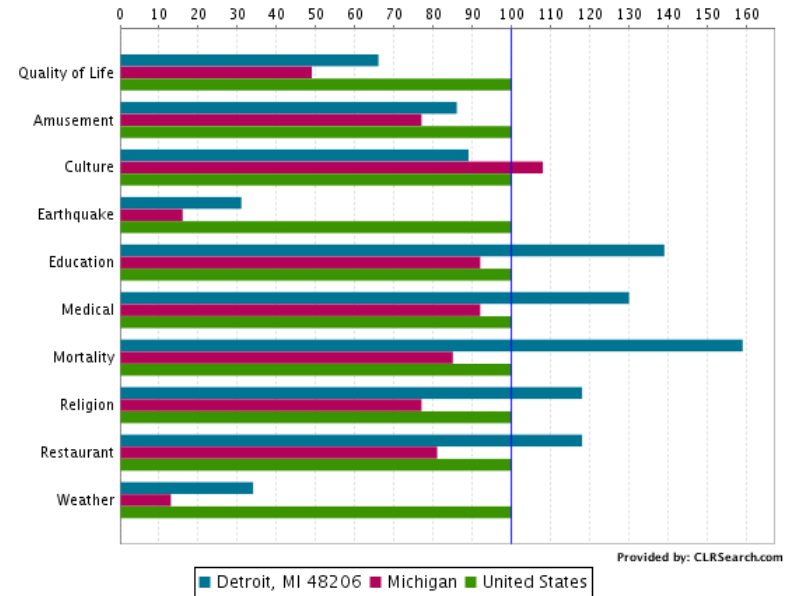
B: Yes. For example his first wife became an unwanted "model" for his last novel.

A: Were his love affairs part of his stories, too?

2010 Employment by Industry for Total Civilian Population (Population Age 16+) for Detroit, MI 48234



2010 Quality of Life Indexes for Detroit, MI 48206



Impact of Global Crisis



Less Is More





Thank you for your attention!

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