

Designs on e-communications: Assembling knowledge networks

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18 March 2008

SURVIVING STARTUP

through customer focus



DIVE IN AND EXPLORE...

how to **FIND**
customers



how to
CHOOSE
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how to
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how to **KEEP**
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...to help your business stay on course

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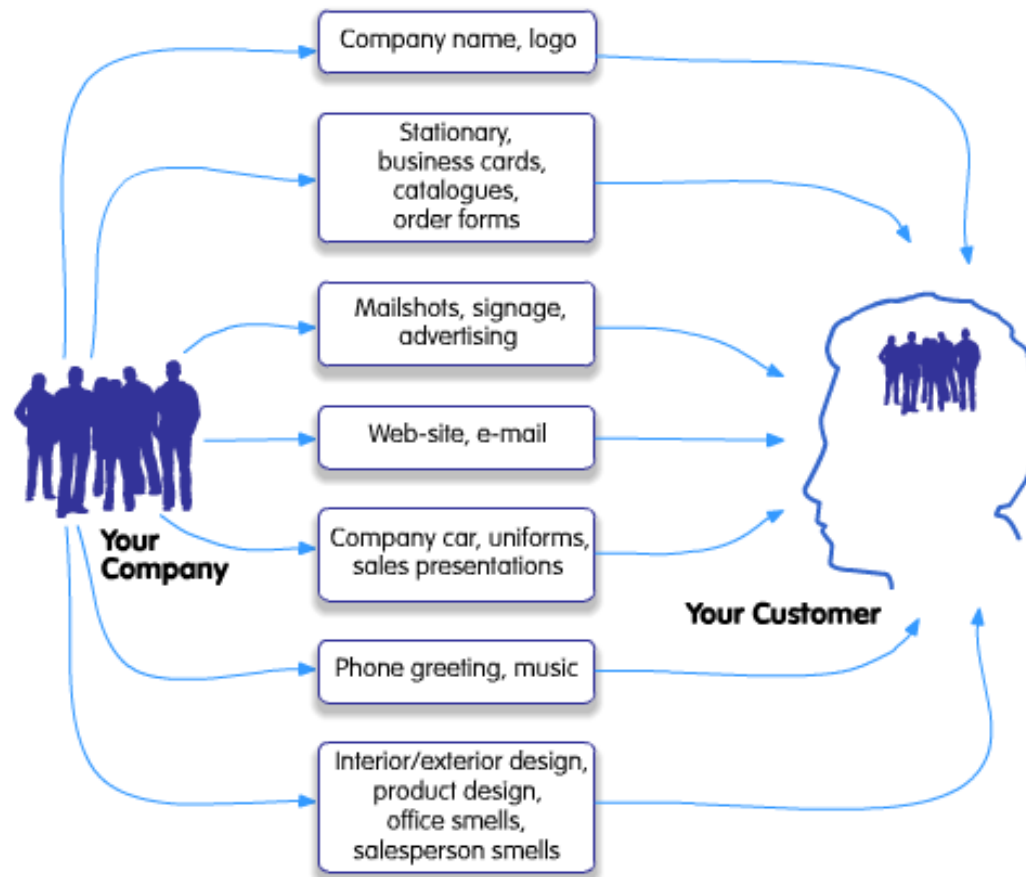
Supported by the European Union. Project co-financed by the ERDF



Defining e-communications

- E-communications:
 - Electronic marketing communications using the Internet
 - Marketing communications (promotional) mix:
 - Advertising
 - Direct marketing
 - Sales promotion
 - Personal selling
 - Public relations and publicity
 - Brand

Brand image



Initial questions

- What's so special about the Internet as an electronic medium?
- What can the Internet and e-communications do for small firms?
- Do I need to be a techie to use e-communications successfully?
- Which trends to watch out for?

Designing an assemblage for e-communications

- Assemblage: a knowledge network
- Key members:
 - Web designer (web & IT service providers)
 - E-commerce strategy consultant
 - Search Engine Optimisation (SEO) advisor
 - Suppliers, logistics providers
 - Industry and governmental support organisations, universities
 - Customers, fans, affiliates, associates

Innovation as co-creation

- Involving customers in innovation
- Co-creation: creating content and developing knowledge together
- Tools:
 - Blogs, wikis, social tagging, RSS feeds
 - Customer reviews
 - User forums, bulletin boards
 - Social networking sites
- Tests, experiments

Got stuff to share? Give it a home on eSnips and expect the unexpected!



Upload Anything

Share your photos, videos, links, music and documents



Promote

Drive traffic to your site
Promote and sell your work



Start Communities

Join a social site around your interests and passions

Join Now!

Get 5GB of free storage

Social DNA



The fun way to **discover who you are, how you compare to others and who's just like you**

How? By matching your 'Social genes' for lifestyle, music, movies and more... with others



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Playlists



Widgets



socialdna



Fresh from the Graphic Design Community

ANGEL MOON DREAMS.gif



In Karen's Special Effects

MoonFly19.png



In [Art and Design](#) folder

By: [IceRain](#)

73 Views

"Favorited" by 2 users

FourSeasonsPanel.jpg

JANUARY 15, 2008

Snippy Bon-Bon

We love Snippy - our friendly orange bird logo creature.

He goes skating, dancing, turns psychedelic and changes color, and he's got great taste in music and art! Have a look [here](#).

We've thought for a while about creating a line of Snippy "objets-de-art" and memorabilia and other things that will allow Snippy to show off more of his cute and cuddly personality.

The first piece to be created is the "Snippy Bon-Bon" a hand made soft sculpture of Snippy.



Most of them will be given away to lucky eSnippers for fun and random things, but they will eventually be available to buy through the site, too.

Like - the eSnipper with the most commented file.

Or, the eSnipper who has *made* the most comments.

And anything we - or you - can come up with!

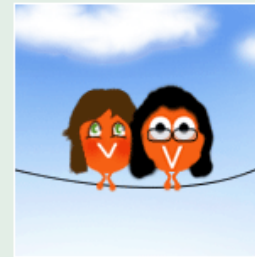
Let us know what your ideas are -

Comment here or send an email to lonnie@esnips.com

-Lonnie

January 15, 2008 in [esnips news](#) | [Permalink](#) | [Comments \(22\)](#) | [TrackBack \(0\)](#)

Technorati Tags: collectible, esnips, snippy



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Blogs

Keep up-to-date with the views and thoughts of our staff and student blogs. The views expressed in these blogs are those of the individual and not necessarily those of the Business School or Bournemouth University.

Other members of staff have contributed their views on [topical news and events](#).



Professor Chris Brady

Dean of the Business School tells us his views on business and BU

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Dr Stephen Copp

A Senior Lecturer in Law, Dr Copp examines free market forces

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Dr Geoff Willcocks

An Investment Academic at BU looks at financial jargon

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Lecturer in Human Resources examines staff issues in the workplace

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MA International Business Finance student on his experience at the Business School

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Parentpedia is a unique online parenting encyclopedia. It offers expert opinion, collaborative advice from parents, and real-life stories. It covers all aspects of raising kids, all in an easy-to-find, easy-to-read format.

Each topic on Parentpedia consists of:

1. **What Experts Say** A topic overview including what some of the leading experts in field are saying.
2. **What Do You Say?** A collaborative guide where parents work together to offer the best solutions and advice.
3. **Helpful Resources** A list of books, websites, and other resources that other parents have found helpful.
4. **What You Say** Where you can tell your own story and what really happened.

Sample topic page:

Real Discoveries.

the
order and Mom



SHARE YOUR
STORY!



Janelle

Shawntay

Esmeralda

Sandy

WHY BABIES LOVE US

PRODUCTS

Participants Were
Compensated for Their Time
© 2010 Baby Center. EIMST0104 11/10

Customer Reviews

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

285 Reviews

5 star: (188)
4 star: (51)
3 star: (25)
2 star: (15)
1 star: (6)

Average Customer Review

★★★★★ (285 customer reviews)

Share your thoughts with other customers

Create your own review

Search Customer Reviews

☒ Only search this product's reviews

The most helpful favorable review

234 of 248 people found the following review helpful:

★★★★★ Stop Running Around in Circles

This book is a guide to success for small business owners. Gerber is the founder of a consulting company for small businesses. In the beginning of the book, Gerber cites the well-known failure-rate statistics for small business: 40% fail in 1 year. Of those who survive 1 year, 80% fail in 5 years, and of those who survive 5 years, another 80% fail. Over the years,...

[Read the full review >](#)

Published on November 3, 2004 by Erika Mitchell

> See more [5 star](#), [4 star](#) reviews

The most helpful critical review

63 of 73 people found the following review helpful:

★★★★★ Business Advice From a Self Proclaimed American Guru, a Yaqui Indian Shaman, and an Obscure Armenian Mystic

Given the hubris with which Michael Gerber unpacks his pearls of wisdom throughout this book, it is perhaps not surprising that he would refer to himself on the cover as "The World's #1 Small Business Guru". More surprising is the homage he pays to Don Juan Matus, a Yaqui medicine man (probably fictitious), and G.I. Gurdjieff, author of Beelzebub's Tales to His...

[Read the full review >](#)

Published 23 months ago by Lightman

> See more [3 star](#), [2 star](#), [1 star](#) reviews

Vs.

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234 of 248 people found the following review helpful:

★★★★★ Stop Running Around in Circles, November 3, 2004

By [Erika Mitchell](#) (E. Calais, VT USA) - [See all my reviews](#)

TOP 500 REVIEWER REAL NAME™

This book is a guide to success for small business owners. Gerber is the founder of a consulting company for small businesses. In the beginning of the book, Gerber cites the well-known failure-rate statistics for small business: 40% fail in 1 year. Of those who survive 1 year, 80% fail in 5 years, and of those who survive 5 years, another 80% fail. Over the years, Gerber has observed that the small business owners who fail often share a number of characteristics, while those who succeed do so not by luck, brains, or perseverance, but by taking a different approach. This book explains the approach that is necessary for a business to survive and

This product



The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber (Paperback - April 12, 1995)

★★★★★ (285)

\$16.00 **\$10.88**

In Stock

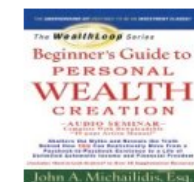
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190 used & new from \$3.83

Items mentioned in these reviews

From [John Michailidis' review](#):



The WealthLoop Series
Beginner's Guide to Personal
Wealth Creation (Combo



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Drag products here to add them to your basket

Total: **£0.00** Check out

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Mobile 6, 500MHz Processor
Bluetooth, WiFi, GPS,
3G, VGA screen, 2MP Camera



Mobile Device Charger Micro
A complete mobile charging solution, when your away from mains power.



HP IPAQ 114
3.5" display, Windows Mobile 6
SD Slot, Bluetooth, WiFi,
624MHz processor

Homepage > Hot List

ASUS Eee PC 701 4GB (GALAXY BLACK)

£187 (£219.73 inc VAT)

 **Add to basket**



Manufacturer ASUS

Product Code ASUS-EEEB

Price **£187** (£219.73 inc VAT)

Review [Click here](#)

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Overview

CURRENT LEAD TIME ON BLACK UNITS IS 4 WEEKS.

ASUS have created the brand new Eee PC 701 4GB for total mobile internet computing. This half-UMPC, half-laptop hybrid has to be the best mobile internet revolutionary experience you will get.

Eee stands for Easy to learn, work and play, Excellent Internet experience and Excellent mobile computing experience.

Bumps and shocks are no longer issues. With a dependable 4GB solid-state disk, you get unparalleled shock-protection and reliability.

Powered by an Intel Pentium Processor with 512MB of RAM, 4GB Solid State Disc (SSD) Memory and 802.11b/g WiFi, the ASUS Eee PC 701 4GB will be able to handle most tasks.

Please note

High demand and limited supply from ASUS make lead times difficult to predict - UNIT COLOUR: BLACK

Related products



£202
+ VAT



£22
+ VAT

IMAGE CURRENTLY UNAVAILABLE

£25
+ VAT



£19
+ VAT



£18
+ VAT

Customer Reviews on the ASUS Eee PC 701 4GB (GALAXY BLACK)

"i have just come back from Pantip Plaza in BKK and looked at this little device - it seems almost too good to be true - has anyone any realtime experience of using one?"
terry (bangkok)

"I tend to agree with Ian. This little Asus is wonderfully easy to use , even for non=computer litterate like me. I just use it for the standard stuff such as WP,DP, Photo album and web. It is superb. I work for a tour operator as Tour Leader and have all my Tour notes on it. Brilliant. Only downside is battery life. Guess I will have to buy a second battery from Clove. And by the way many thanks to Chris for managing to have it delivered on Xmas eve. Super. Keep up the good work at Clove. Full marks and best wishes for 2008. Jean=Marie (Nottingham)"
jm Cador (Nottinghamshire)

"Out of the box the following worked: - My Excel Spreadsheets - ALL worked - My Word docs - ALL worked - My Power Point presentations - ALL worked - WiFi just configured up and ran - - My webmail, just worked - My IMAP mail, just configured and worked - BBC News 24 and web page video's just worked - All my MP3's played - All my camera SD cards just plugged in and worked. - My network printers just worked - My Skype account just worked - And finally, Firefox worked with all the sites I expected! So much left to explore but I bet its just going to work. I bought a cheapo inverter for the car (cig lighter to 240v) and now have recharging when out and about during the day. "
David Rowe (Droitwich Spa - England)

"I like it because it has keys. "
Johnny (Bridport)

"Bought one and love it, tried it with the default Xandros based OS, Ubuntu Gutsy and even XP. And I have to say that the default interface (a Combination of IceWM and an Asus desktop program) work superbly well together. Installing Wine is a doddle, as is the Gimp. The webcam works a treat with the Skype beta as well if you were wondering. The one proviso I would make is that some programs do stretch further than the native resolution of the monitor, so its best to remember the good old Alt Left Click trick from time to time. Oh, you can even set the built in OS to run KDE, rather than the IceWM/Asus Launcher combo, if you wish and thus have a more familiar desktop interface. I've found the keyboard easy to type with, but I do have quite thin fingers so I'm biased there. Oh and the built in voice command feature - DON'T use it on the train, you get a lot of funny looks off of people for some reason. All in all its a fantastic, light weight, reasonably priced and rugged little machine. Its survived all I can throw at it. I highly recommend this for students, teachers and the elderly as well since even my grandmother wants one now."
Ian ((Plymouth UK))

"Just spent two weeks in Spain with new EEE and it is terrific. I keep all my main personal data files on an SD card and use it with Windows XP at home and EEE when travelling (and backed up on another SD). Everything works fine. Consider an ultralight USB mouse (like Targus)as an add on ... and don't forget a length of cable for hotels with wired fi."
Alan (London)

"Bloody amazing little machine. Does exactly what it says on the tin (wireless, battery life, enjoyable interface, low noise). Screen much better than I expected, actually - I was going to wait for the rumoured 8" version, but played with one in Edinburgh airport and fell in love immediately. Sad or wot?! Now I've got to experiment with eeeXubuntu - but actually, the Xandros front-end is excellent."
Bill (Aberfeldy)

Do you agree with these reviews? Why not write one yourself!

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http://forum.evernote.com/phpbb/

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EverNote User Forum

A single place for all your comments!





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 Announcements Forum for placing announcements about EverNote Products Moderator: Moderators	44	256	by rjbull  on Sat Mar 15, 2008 2:27 pm
 Evernote 3 Beta Forum for discussion of the latest Evernote 3 beta test releases. Moderators: phil, Moderators	148	763	by netsyd  on Sun Mar 16, 2008 7:55 am
 What EverNote Does for Me... EverNote Gurus explain what EverNote software does for you and why do you care to download, install and try it.	12	12	by salgud  on Mon Dec 17, 2007 12:56 pm
 How Do I Use EverNote? This forum expands the How-To page on the EverNote website. EverNote Gurus explain how to quickly master your info capturing and processing skills with EverNote.	78	84	by crane  on Wed Nov 28, 2007 2:58 pm
 EverNote 2.1 and 2.2 Discussions This is a forum for users to discuss the EverNote 2.1 and 2.2 for Windows 2000/XP/Vista. Please feel free to ask, answer questions and express your opinion. Topics may be reposted to other categories by the moderator.	819	4300	by A2JC4life  on Thu Mar 13, 2008 3:40 pm
 Technology Preview -- EverNote for Windows Mobile Discussions on the public technology preview of EverNote for Pocket PC and Windows Smartphone.	26	105	by tyrman  on Mon Mar 10, 2008 2:46 pm
 EverNote Outlook Extension Discussions specific to the EverNote integration under Outlook.	30	165	by planetthoughtful  on Sun Feb 24, 2008 12:00 am
 General Discussion This is a forum for users to discuss the EverNote 1.0 and EverNote Plus for Windows 2000/XP releases from EverNote Corp. Please feel free to ask, answer questions and express your opinion. Topics may be reposted to other categories by the moderator. Moderator: Moderators	904	4394	by crane  on Sat Mar 15, 2008 2:13 pm
 Suggestions/Wish List We welcome any suggestions for future features or improvements in EverNote's Products. Moderator: Moderators	1067	4096	by aydin  on Fri Mar 14, 2008 1:01 pm
 Frequently Asked Questions This Forum will just show the question that our moderator classifies as common enough that all uses should glance over them. Please review this forum before you post to the general questions forum, you answer might already be here. Moderator: Moderators	45	468	by marcdarke  on Tue Feb 26, 2008 7:37 pm
 Template Specific Questions			

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Web Results Direct Ltd

◀ Browse more Stores



Location: The Old Corn Store, Peper Harow
Godalming, United Kingdom, GU8 6BQ
Phone: 01483 429222
Mon - Fri: 9:30 am - 5:30 pm

▼ Information

Website: <http://www.webresultsdirect.com>
Parking: Parking Lot

▼ Mini-Feed

Displaying 5 stories.

[See All](#)

February 1

Web Results Direct Ltd updated its profile. It changed Hours. 4:26pm

January 8

Web Results Direct Ltd wrote a note. 3:41pm

WRD now on Facebook!!

WRD are now finally on Facebook!! We've also moved office to a

[Become a Fan](#)[Share with Friends](#)

▼ Fans

6 fans

[See All](#)

Alice Glaser

Louise
NewbiginDavid
GlaserElane
Caroline
ConwayRachel
Runham-
Gallagher

Emily Glaser

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2 albums

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January 8**Staff socials**Created
January 8

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1 note

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WRD now on Facebook!!

PAMELA ROSENTHAL ON...

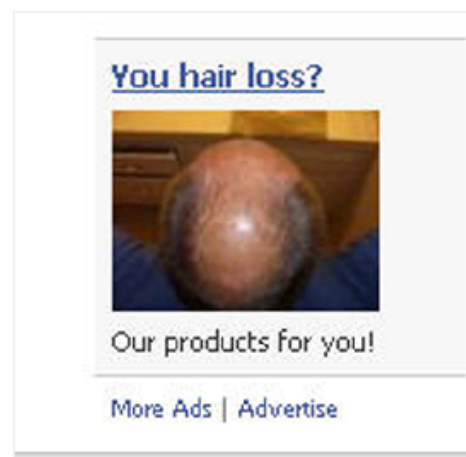
Feed on  Posts  Comments

social media obsession and other matters

I wouldn't exactly call this quality targeting on Facebook

March 15, 2008 by [pamelawella](#)

Here's an ad that popped up on **my** Facebook. Um, it's just a suggestion, but maybe this company should think about hiring a professional to do its advertising.



Posted in [facebook](#), [social media](#), [social networking](#) | Tagged [facebook ads](#), [social media](#), [social networking](#), [target marketing](#) | No Comments

 [Trackback URI](#) |  [Comments RSS](#)

RECENT POSTS

I wouldn't exactly call this quality targeting on Facebook
Painful Customer Service
Experience with Verizon
Something's Missing: Contact Strategies for
Online Communities
Quick WBOS Radio
92.9 update
Let's pretend it never happened. More on WBOS now Radio 92.9
Boston Globe provides more info on what happened to WBOS (now Radio 92.9)
WBOS now Radio 9.29 has finally added a feedback link...
WBOS now Radio 92.9
Listener Reaction Update
WBOS format change disappointing its listeners?
Radio is now your "music sponsor"
Will Boston's radio stations...



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Labs.google.com, Google's technology playground.

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Web search for the visually impaired

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[Google Extensions for Firefox](#) (Google Browser Sync now available)

Add powerful new tools to your Mozilla Firefox browser

6/7/06 - [Give us feedback](#) - [Discuss with others](#)

[Google Trends](#)

See what the world is searching for

5/10/06 - [Give us feedback](#) - [Discuss with others](#)

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View some of the most detailed maps of Mars created by NASA scientists

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Create your own web pages, quickly and easily

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[Google Dashboard Widgets for Mac](#)

Graduates of Labs

[Google Transit](#)

Plan trips using public transportation

[GOOG-411](#)

Search for local businesses using your voice, from any phone, for free.

Dial 1-800-GOOG-411.

[Google Reader](#)

Use Google's web-based feed reader to keep track of your favorite web sites

[Google Notebook](#)

Clip and collect information as you browse the web

[Google Docs & Spreadsheets](#)

Create, store and share documents and spreadsheets on the web

[Google Video](#)

Search TV programs and videos

[Personalized Search](#)

Get the search results most relevant to you

[iGoogle](#)

Add information you care about to your Google homepage

[Google Maps](#)

View maps, get driving directions, and search for local businesses and services.

[Google Scholar](#)

Search through journal articles, abstracts and other scholarly literature

[Google SMS \(US\)](#)

Get precise answers to specialized queries from your mobile phone or device

[Google Desktop](#)

Find all your information, whether it's on the web or stored on your computer, from one convenient location

Managing knowledge flows

- Encourage knowledge flows within the assemblage
 - Involving web developer, SEO, e-commerce advisor, industry support groups, governmental support organisations, universities, suppliers, customers, fans etc.
- Assemblage needs ongoing performance, maintenance and repair
- Get scientific with Google Analytics

Everybody's doing it.

Read our case studies and find out how businesses have used Google Analytics to win online.

The New Google Analytics

Google Analytics has been re-designed to help you learn even more about where your visitors come from and how they interact with your site.

Discover. Share. Act.

The new Google Analytics makes it easy to improve your results online. Write better ads, strengthen your marketing initiatives, and create higher-converting websites. Google Analytics is free to all advertisers, publishers, and site owners.



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Email:

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[RE/MAX](#) launched a new Internet strategy using Google Analytics.



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News & Announcements

[Introducing Google Analytics Seminars for Success](#)

Since 2006, AdWords has been offering Seminars for Success in cities across the country to very positive reviews. Delivered by industry professionals hand-picked by Google, the seminars are one day courses offered solely to help advertisers get the ...

[Google Analytics Blog](#)

Trends and implications

- Bill Gates's prediction (January 2008):
 - Keyboard and mouse gone in 5 years
 - Instead: touch, vision and speech
- Social media:
 - July 2005: News Corp acquires MySpace
 - March 2008: Time Warner's AOL acquires Bebo
 - Facebook - "social shopping" (e.g. Amazon)
- Search and web services:
 - Google monopoly
 - February 2008: Microsoft bids for Yahoo!

Questions for discussion

- Who are the key members of your existing knowledge network? (for reflection only)
- What are your knowledge needs for improving your e-communications?
- What opportunities could there be to foster innovation as co-creation with customers?
- Which emerging technologies seem most promising for your e-communications needs?