



The Road To Change

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- 1. NEW ECONOMIES**
- 2. FUTURE CUSTOMERS**
- 3. CHANGE HURTS**

1. NEW ECONOMIES



BIGGEST TRAVEL WEBSITE IN THE WORLD



BIGGEST TAXI COMPANY IN THE WORLD



U B E R

BIGGEST CONTENT PLATFORM IN THE WORLD



BIGGEST RETAILER IN THE WORLD



Alibaba.comTM



2. FUTURE CUSTOMERS



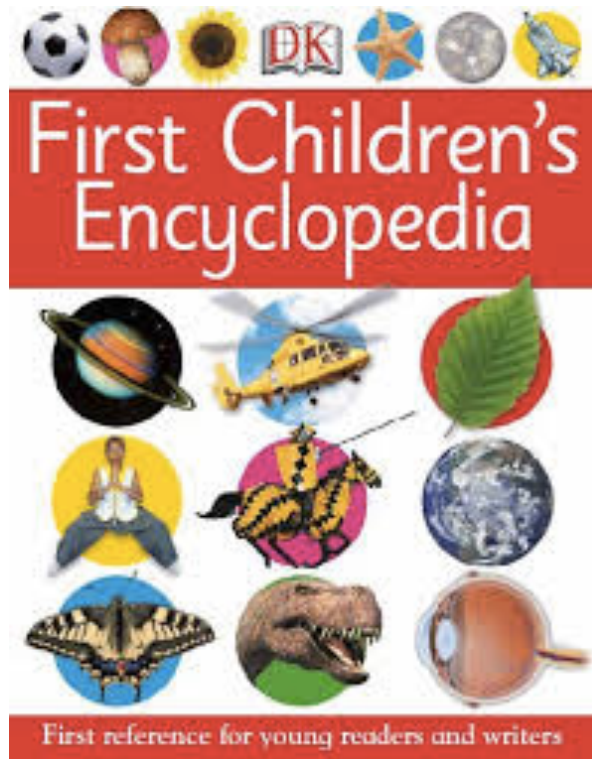
WHAT ARE DIGITAL NATIVES?



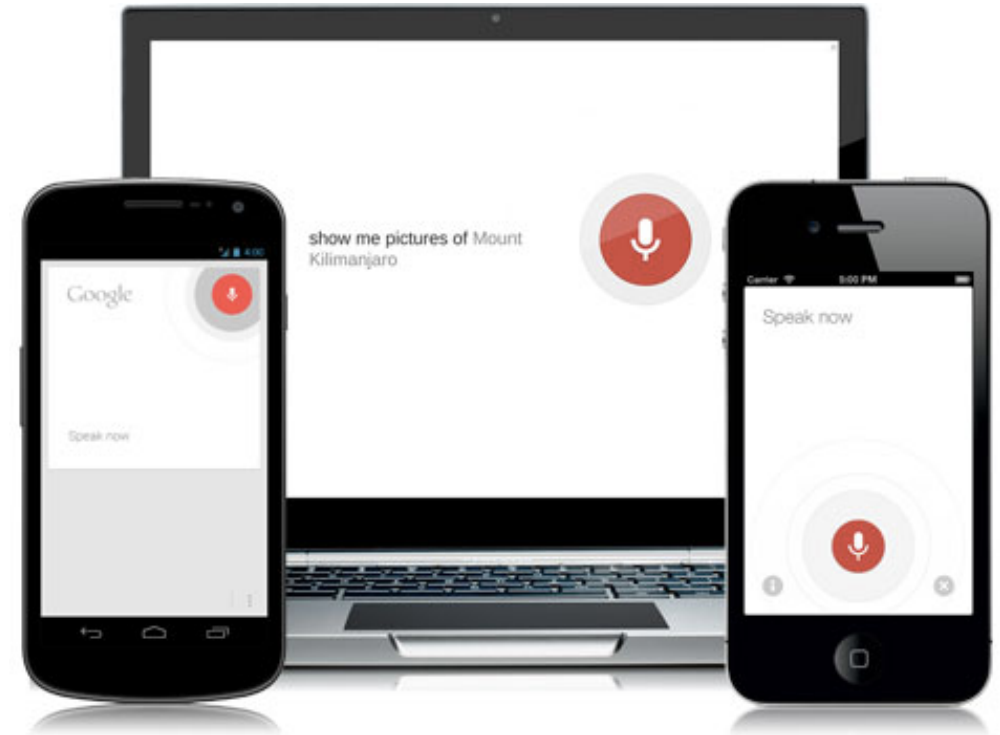


MY ADVISORY BOARD

LIFE OF OF 6 YEAR OLD?

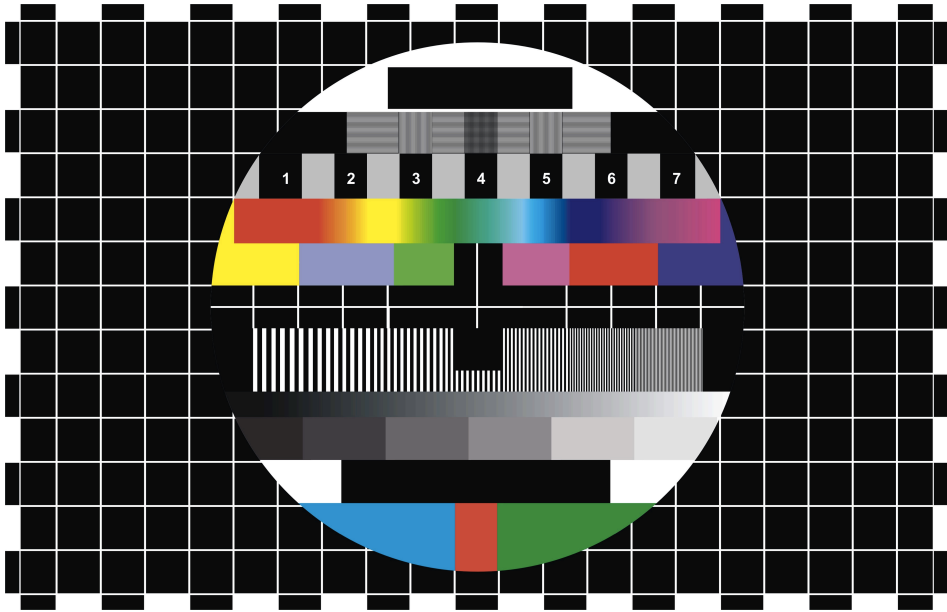


2000



2015

LIFE OF OF 6 YEAR OLD?



2000



2015

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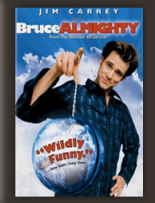
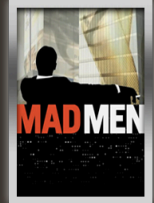


NETFLIX

3/142

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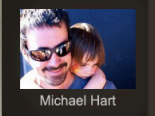
Mad Men

2007 TV-14 52 ep. HD
★★★★★

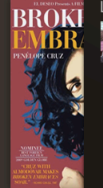
Set in 1960s New York City, this series takes a peek inside an ad agency during an era when the cutthroat business had a glamorous lure.

Jon Hamm, Elisabeth Moss, Vincent Kartheiser

Recently Watched by Michael Hart



Michael Hart



Liked by 8 friends



FASTEN SEAT BELT WHILE SEATED

WHAT CAN YOU DO WITH A SMARTPHONE?



Play games
Watch YouTube
Listen to music
Whatsapp
Instagram
Make Videoclips
.....and maybe....call people

WHAT CAN YOU DO WITH THIS?

 WATCH



OLD VS NEW TECHNOLOGY



 **WATCH**

THIS EPISODE:

WALKMANS

(Portable Cassette Players)

As suggested by:

DJKing 1 week ago
Kids React to Walkman

mokmok009 2 weeks ago
Kids react to Sony Walkman

ScHoolBoy Q 1 month ago
Kids react to cassette players

MAXIMUM RELEVANCE FOR USERS

tripadvisor
NEDERLAND

Omni San Francisco Hotel

Hallo Rogier | EUR |

San Francisco | Hotels | Vluchten | Vakantiehuizen | Restaurants | Activiteiten | Beste van 2015 | Vrienden | Meer | Schrijf een beoordeling

Zoeken San Francisco, Californië, Verenigde St... naar hotels, restaurants, etc.

Verenigde Staten | Californië | San Francisco | Hotels San Francisco

Omni San Francisco Hotel

3.276 beoordelingen | Nr. 2 van 234 hotels in San Francisco | Certificaat van uitmuntendheid

00 1 800-578-2900 | Website van het hotel | Hoteldeals | 500 California Street, San Francisco, CA 94104

Speciale Aanbieding | Pakketaanbieding

Voer reisdata in voor de beste prijzen

Inchecken | Uitchecken

Prijzen weergeven

Vergelijk de beste prijzen van de beste reiswebsites

Expedia | Booking.com | Hotels.com

Reizigersfoto's (522)

Professionele foto's

Zoek in de buurt

★★★★☆ | Luxe | Financial District | Huisdieren ok

Overzicht | Beoordelingen (3.276) | Foto's (539) | Locatie | Voorzieningen | V&A (6) | Opslaan



MFC

ADAPT TO INNOVATION



Royal Dutch Airlines @KLM · May 12

@rogiercroes Thank you for the feedback, Rogier. It's much appreciated, especially from an enthusiastic early adopter ;-)



[View conversation](#)



3. CHANGE HURTS



STANDING STILL DOES NOT HURT...YET



STANDING STILL DOES NOT HURT...YET



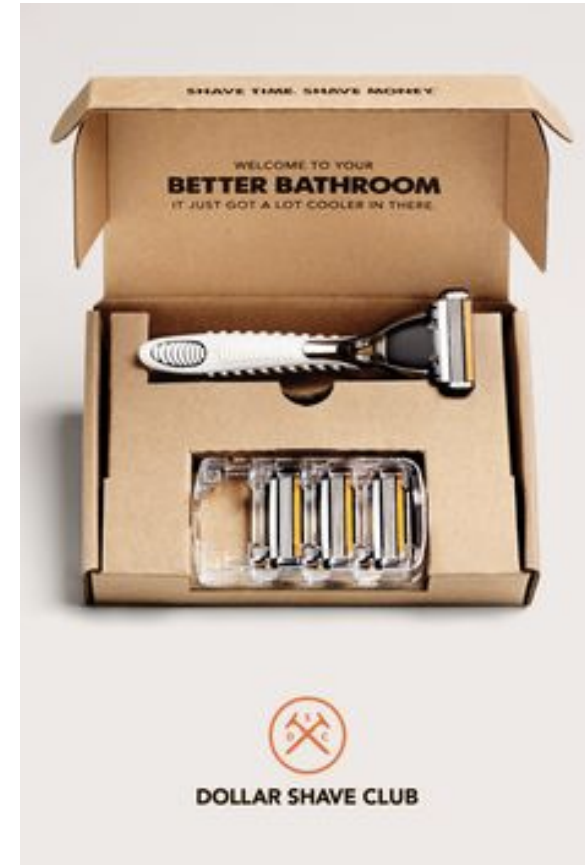
STANDING STILL DOES NOT HURT...YET



STANDING STILL DOES NOT HURT...YET



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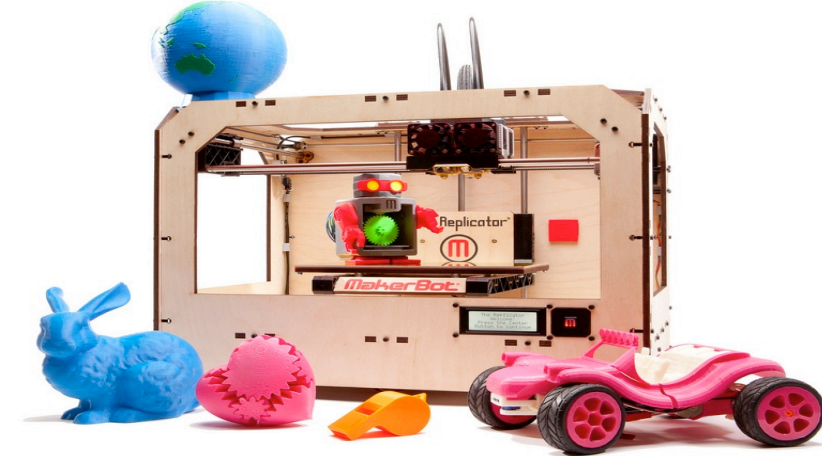
TECHNOLOGY + INSIGHT = NEW POSSIBILITIES



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NEW TECHNOLOGY = NEW OPPORTUNITY





**KEEP
CALM**

because

**EVERYTHING
CHANGES**

**IF YOU DO NOT FEEL THE PAIN OF
CHANGE, YOU ARE ONLY TALKING
ABOUT THE CHANGE, BUT YOU
ARE NOT CHANGING!**



THANKS

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