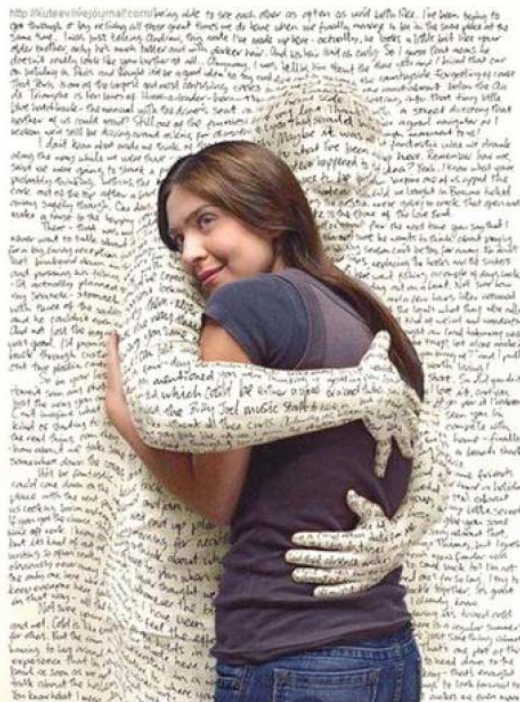


Informatiegebruik voor marketing

Amersfoort, 18 juni 2008



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Associate Professor of
Information Behavior at
TiasNimbas Business School



Academic Advisor to the
Institute for Innovation
& Information Productivity



Contributor to Lifehacking.nl



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History of Information

| PROTO-CANAANITE | EARLY LETTER NAMES AND MEANINGS | PHOENICIAN | EARLY GREEK | EARLY MONUMENTAL LATIN | MODERN ENGLISH CAPITALS |
|-----------------|---------------------------------|------------|-------------|------------------------|-------------------------|
| 𐤀 | ale ankh | 𐤀 | Α | Α | A |
| 𐤁 | bet house | 𐤁 | Β | Β | B |
| 𐤂 | giml thronosick | 𐤂 | Γ | Γ | C |
| 𐤃 | dalp fish | 𐤃 | Δ | Δ | D |
| 𐤄 | haya man calling | 𐤄 | Ε | Ε | E |
| 𐤅 | vet (house) mare | 𐤅 | Υ | Υ | F |
| 𐤆 | haya ? | 𐤆 | Ι | Ι | G |
| 𐤇 | haya Anax? | 𐤇 | Η | Η | H |
| 𐤈 | haya spindler? | 𐤈 | Θ | Θ | I |
| 𐤉 | zaf arm | 𐤉 | Ζ | Ζ | J |
| 𐤊 | haya palm | 𐤊 | Χ | Χ | K |
| 𐤋 | haya in goat | 𐤋 | Λ | Λ | L |
| 𐤌 | haya water | 𐤌 | Μ | Μ | M |
| 𐤍 | haya ruler | 𐤍 | Ν | Ν | N |
| 𐤎 | haya eye | 𐤎 | Ο | Ο | O |
| 𐤏 | haya corner? | 𐤏 | Π | Π | P |
| 𐤐 | haya plant | 𐤐 | Τ | Τ | Q |
| 𐤑 | haya ? | 𐤑 | Ρ | Ρ | R |
| 𐤒 | haya head of man | 𐤒 | Σ | Σ | S |
| 𐤓 | haya composite lion | 𐤓 | Χ | Χ | T |
| 𐤔 | haya man's head | 𐤔 | Χ | Χ | T |



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Information Characteristics



DO NOT BLOCK



FIRE EXIT

<http://na.so.funpic>

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Information Characteristics

Multiplicative Quality

Information is the only resource that grows with its use

The real value of information depends on **context** and **use**



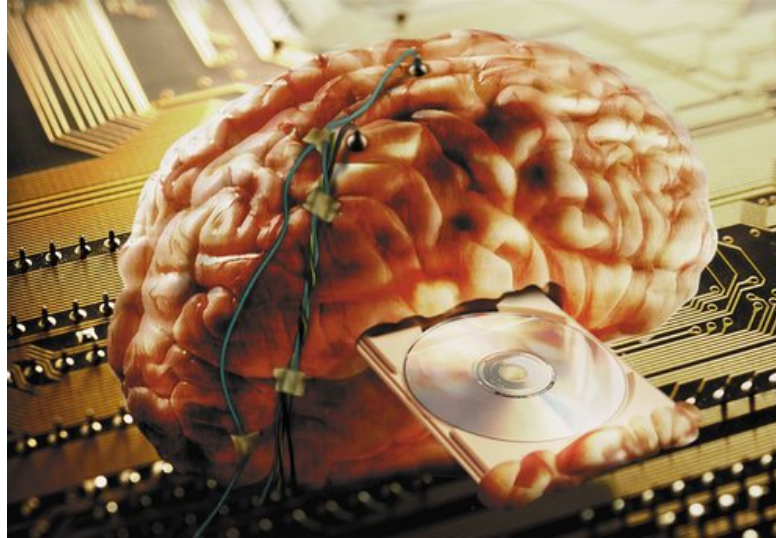
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Information Overload



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The Real Problem



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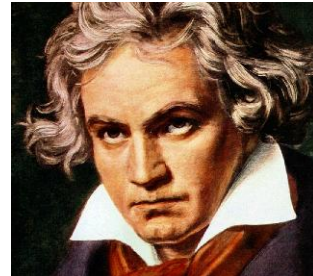
Language



North 8:46 am
South 9:03 am

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Readers - Listeners



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Filers vs. Pilers



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Mind Mapping



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Storyteller



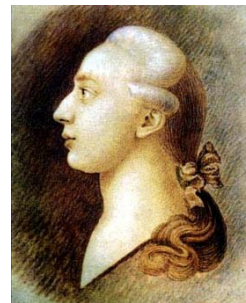
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People Like People



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People Like People



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People like people

Newsvine

Fark

Newzingo

Corporate wiki's

Pageflakes

Wikio:

DIGG

Postgenomic

Gadgets

Live information from 35185 media and blogs

Twitter:

What are you doing?

Wikipedia:

the free video encyclopedia that anyone can edit

Web 3.0

Wikia:

a collection of communities with websites that *you* can edit

Del.icio.us

Flickr

Facebook

Social networking

Social software

Widgets

simplerwork

LIFEHACKING

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People's Technology



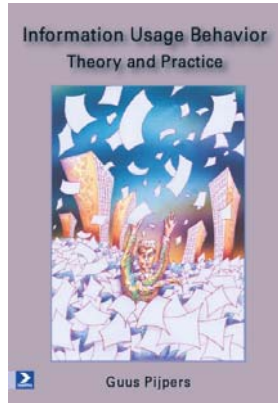
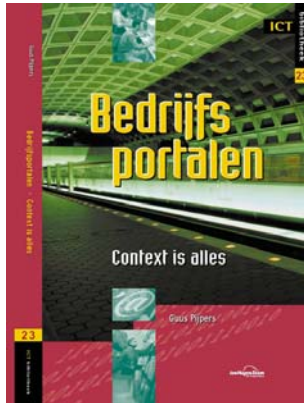
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People like to talk to people

News

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The Commercial



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In Conclusion

**Your Thoughts,
Answers,
and Questions?**



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