

IBIS Curriculum



I.B.I.S

Initiative for Branding and Information Strategies

- Monday November 1st
 - Who and What you are NOT!
 - Avoiding the Death Spiral
 - Become a Knowledge Hound
 - Controlling the Noise
- Wednesday November 3rd
 - The Path of Least Resistance: Why Secrets are overrated
 - Striking the Balance of your Value
 - Pareto Peace of Mind
 - Intellectual Capital: The Value of People
- Friday November 5th
 - Identifying a Fair Trade
 - My Frenemy: Mr Metrics
 - The Next Good Thing: Cycling up vs Out
- Monday November 8th
 - Tie it together with shoestrings
 - The More you want the Less you need
 - Hurry up Slowly
- Wednesday November 10th
 - Geography vs Domain
 - Accolading
 - Tailor Made: Making wiser decisions on marketing activities
- Friday November 12th
 - The Harvest Model
 - Conclusion