Martin Thomas & David Brain's

Crowdsurfing

BookMap™

6 REQs

JUST DO IT

www.crowdsurfing.net

GETHUMAN.COM

Technology To The Rescue

- The CEO blog
- Social Media - a magic bullet?
- Talk to your Children
- Surviving the Future

Final Thoughts

- Learn from Experience
- Join the Debate

The World Seems out of control

- At the mercy of the crowd
- Coe's Ultimate Olympic Challenge
- Trying to Hold Back the Tide

The Corporate Response

- Dell Hell
- Microsoft & The Blue Monster
- Why Apple Refuses
- The Crowd Leader
- Pfizer Looks Inside

A Political Perspective

- Politicians rediscover the power of debate
- The crowd answers Obama's call

Marketing To The Crowd

- The Crowd Demands a piece of the Action
- The Science of Participation
- The Art of Being Interesting
- Implications for Marketing Services Agencies

STORIES + MEMES

Follow the $1bn = Follow the ?

New Leadership Skills

COMPLEXITY = O.K.

Style = ♀

Change = EXCITING

Crowdsurfing - www.crowdsurfing.net
BookMap - @peteshannon
www.peteshannon.com