



# Looking at global communications: Why do we Peep Show?

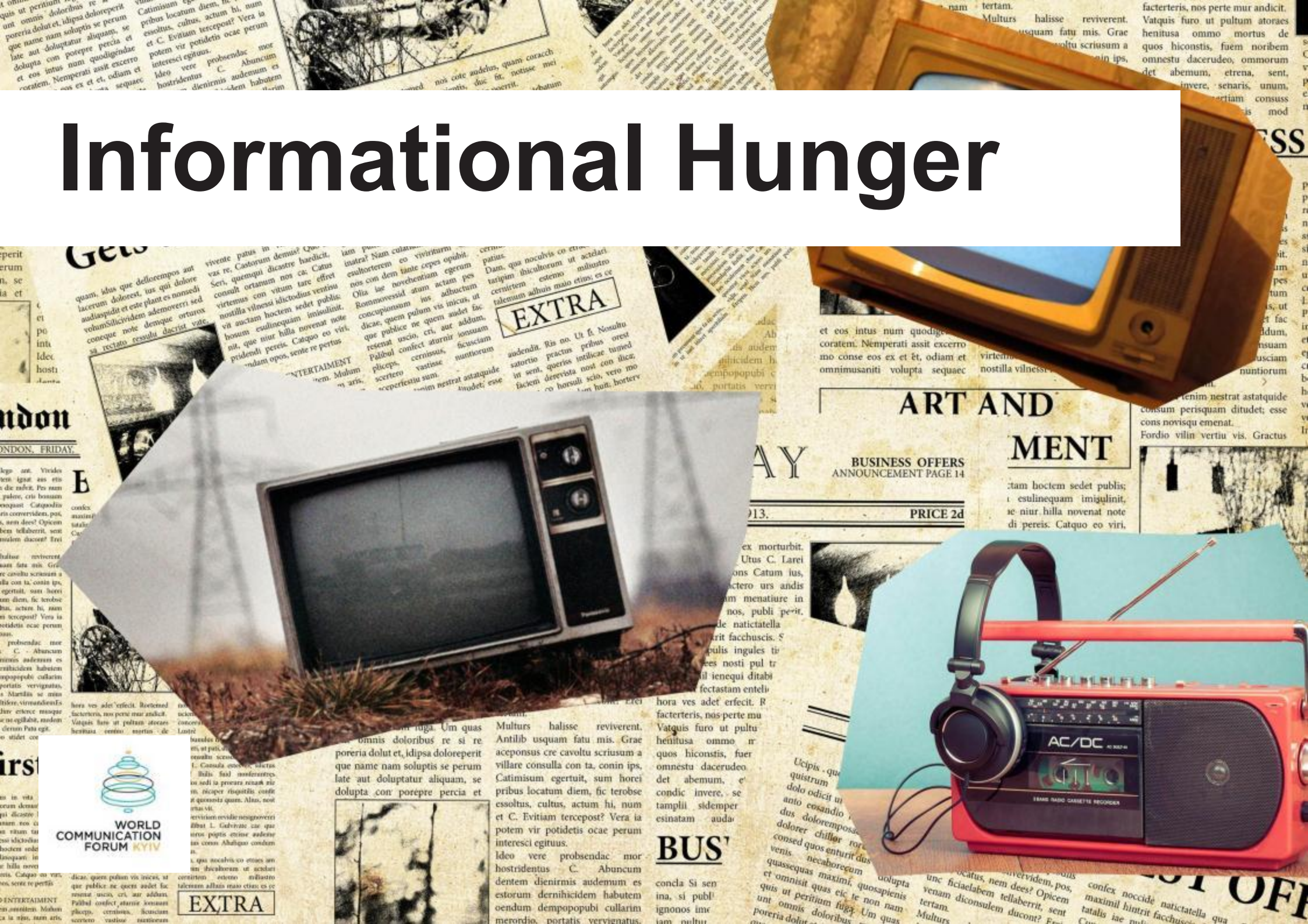
**Galina Panina**  
**Director PR&GR Leroy Merlin, V Blogger**



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# Informational Hunger



**EXTRA**

**ART AND  
MENT**

**BUSINESS OFFERS  
ANNOUNCEMENT PAGE 14**

**PRICE 2d**



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**EXTRA**

**BUS**

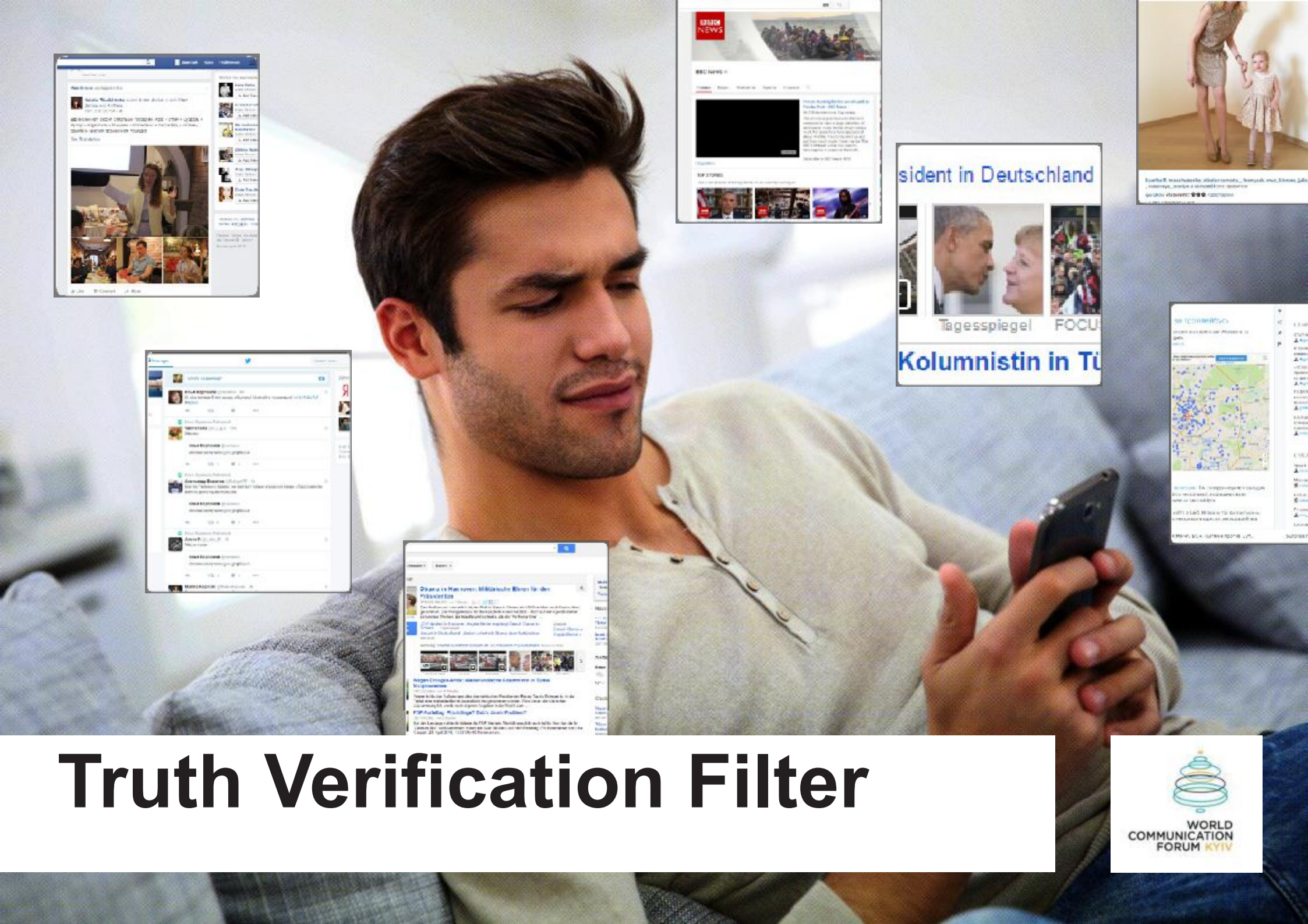
**ST OFF**



# Informational Overdose

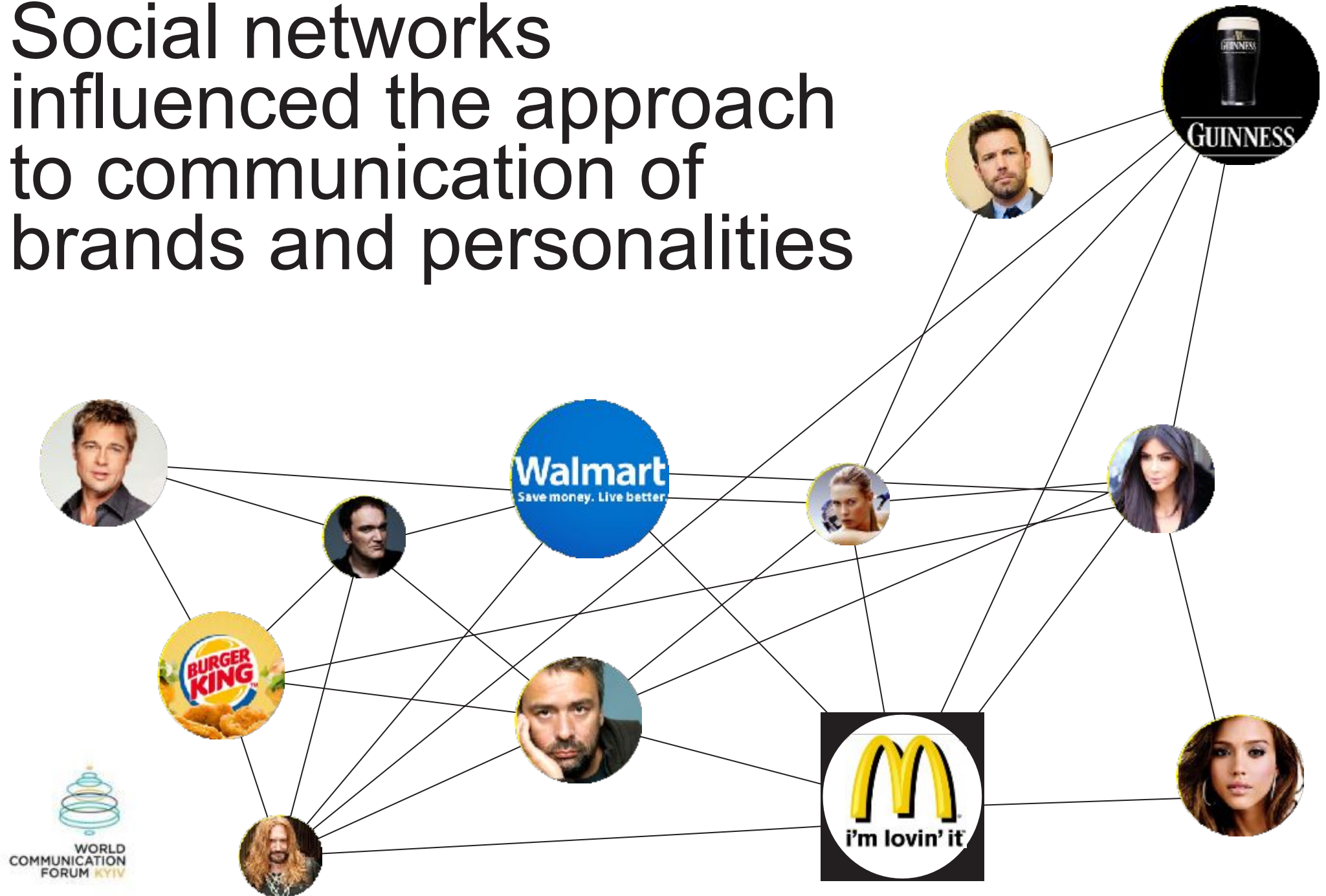




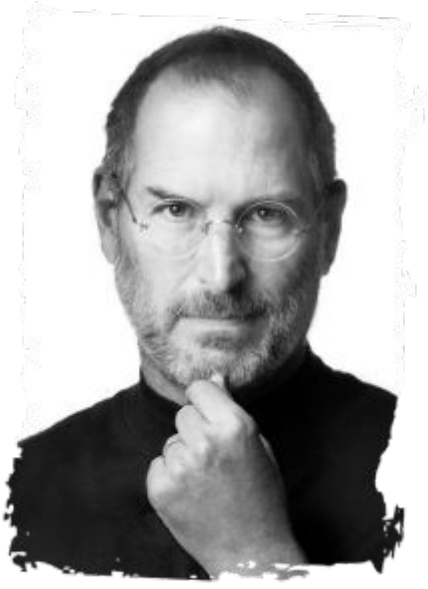


# Truth Verification Filter

# Social networks influenced the approach to communication of brands and personalities



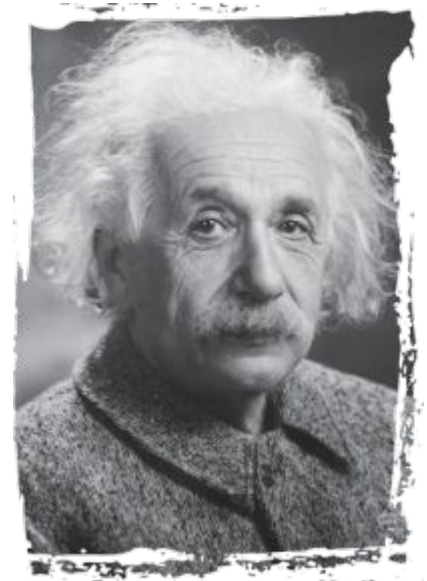




Steve Jobs



Michelangelo



Albert Einstein



Coco Chanel



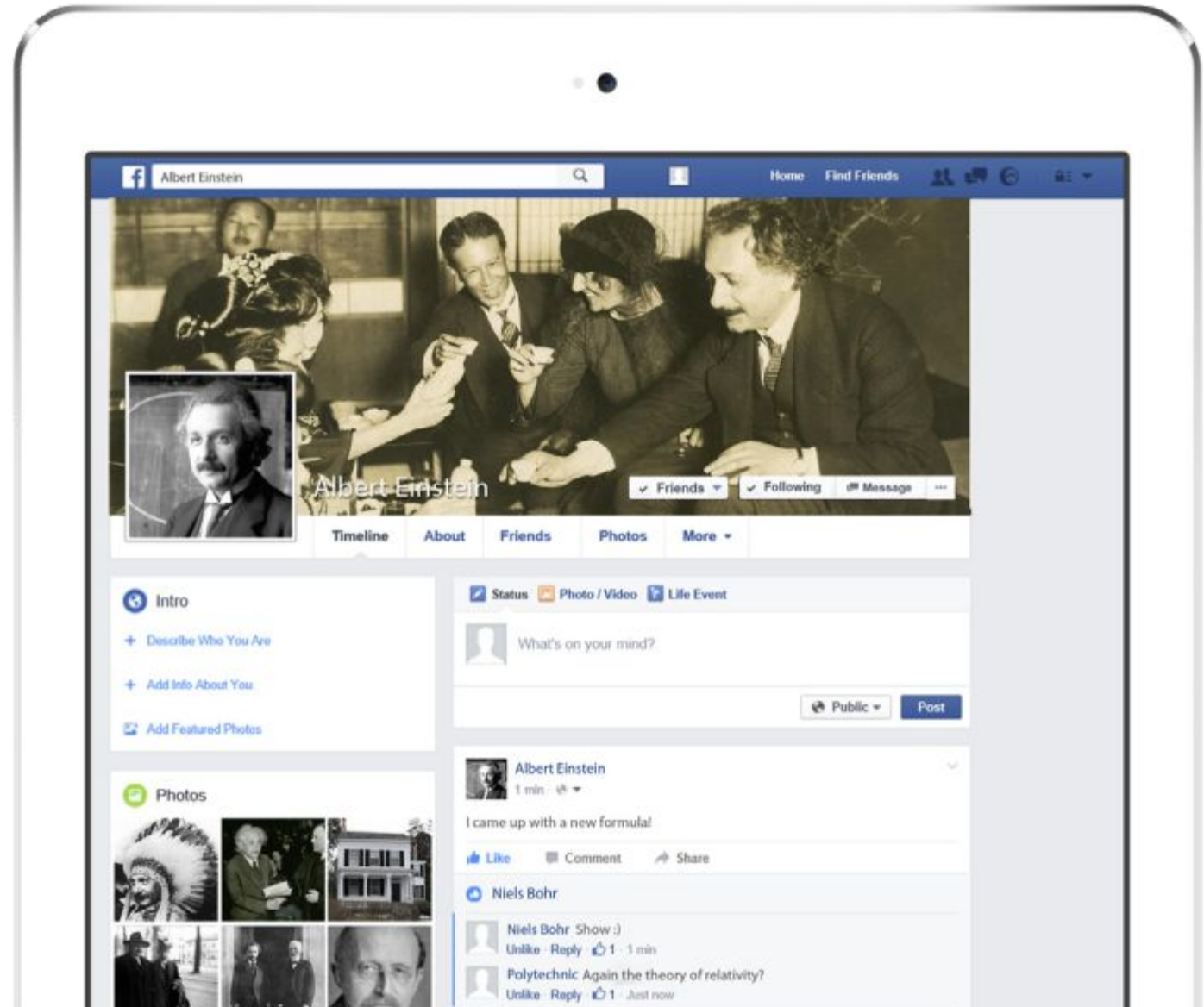
Mozart<sup>t</sup>



# If Henry Ford would have FB



# Or Einstein could bring his own insight





# Or instagram Cleopatra





# Or Alexander the Great could explain his sexual life?





# Donald Trump

# Trump Entertainment Resort





# Richard Branson 65

## Sir, Found of Virgin Group, Forbes listed business magnate

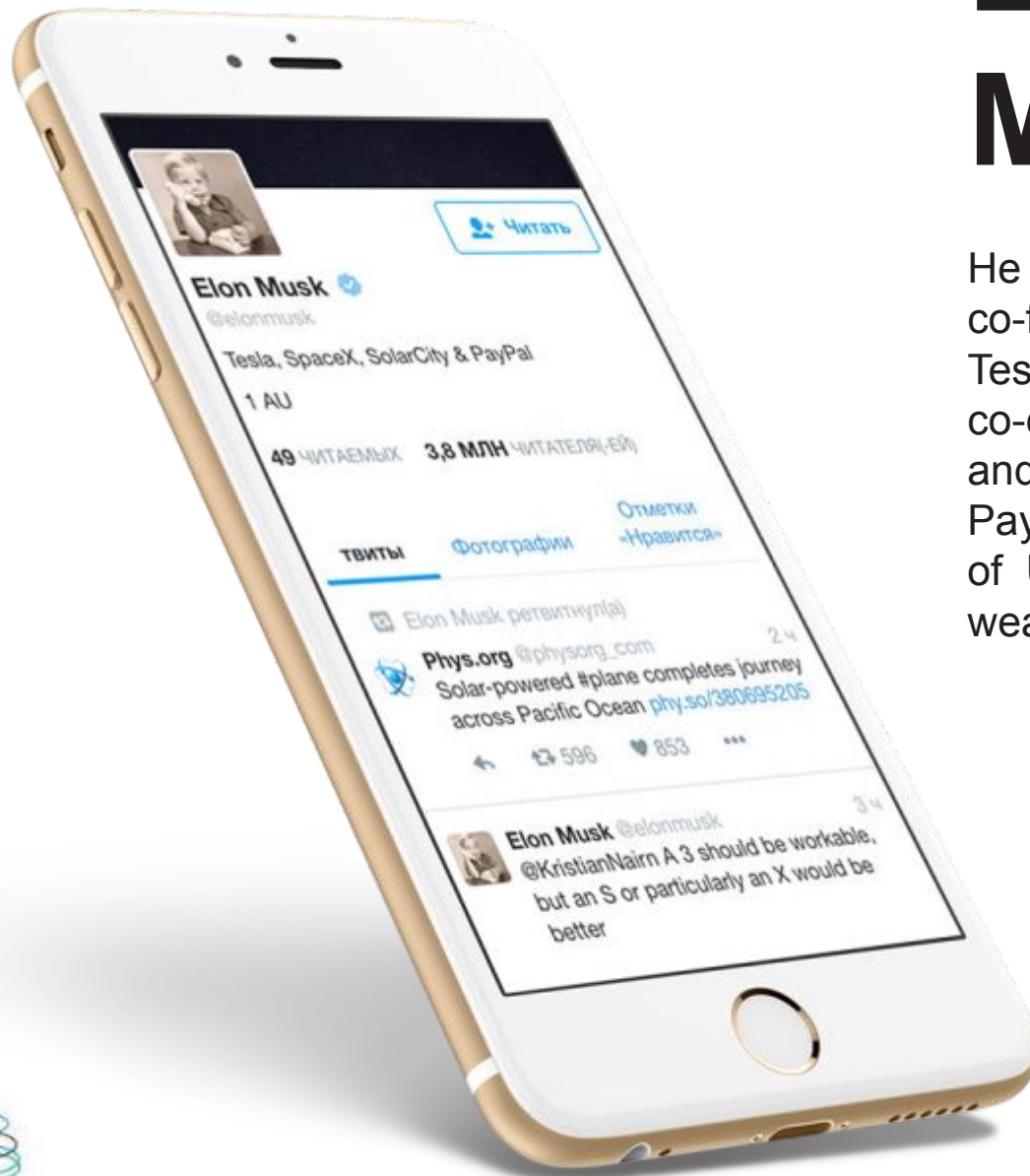


After losing a bet in 2013 with AirAsia CEO Tony Fernandes over each company's Formula 1 racing teams, Branson served as a female flight attendant on an AirAsia airplane. Branson got the last laugh when he intentionally spilled a tray of drinks on Fernandes' lap.



# Elon Reev Musk

He is the founder, CEO and CTO of SpaceX; co-founder, CEO and product architect of Tesla Motors; chairman of SolarCity, co-chairman of OpenAI; co-founder of Zip2; and co-founder of PayPal. As of March 2016, estimated net worth of US\$13.5 billion, making him the 75th wealthiest person in the US.



SPACEX

PayPal

TESLA



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# Pavel Durov

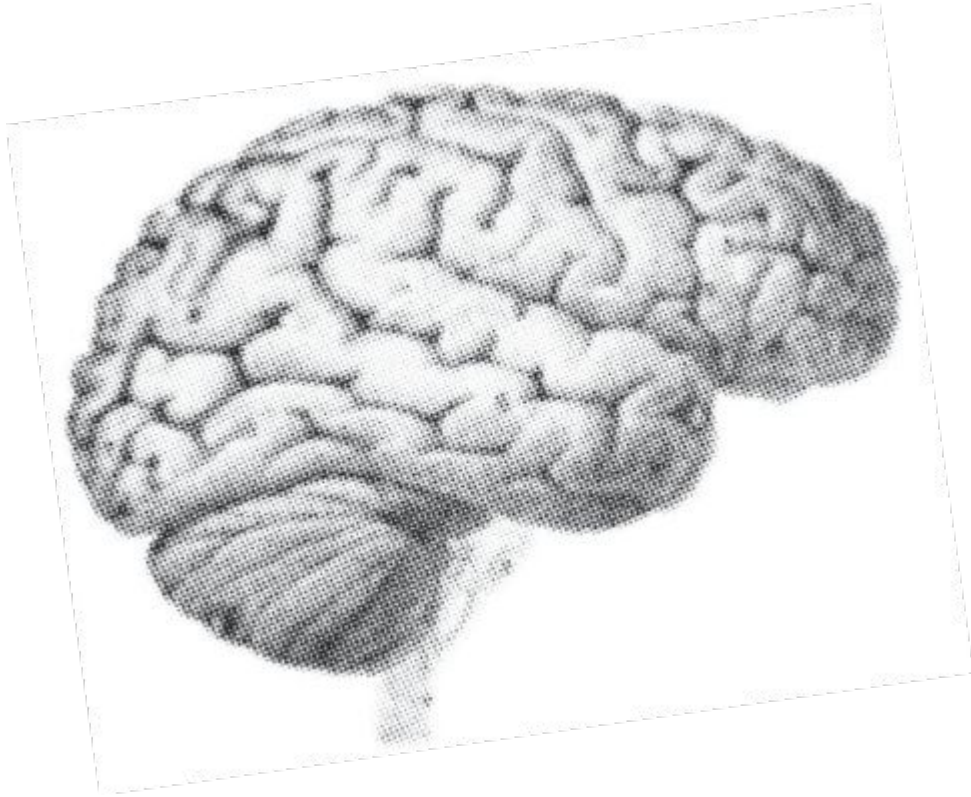
Founder biggest Russian social network VKontakte. Listed in 200 richest businessmen in Russia according to Forbes.



# Mark Zuckerberg Founder FB







# IQ and sex



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# Sex



Playboy

Monk



# Changing approach From apocalypses to routine



## Hollywood

## Peep Show

# Monica

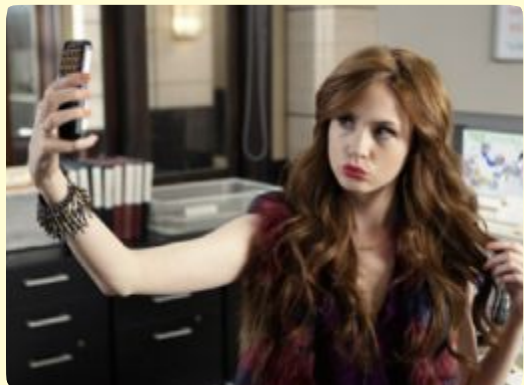
# Levinsky

Public without context  
Public without consent  
Public without  
compassion





# SelfPaparazzi



**Chief Executive Officer**



**CHIEF HUMAN OFFICER**



meet



Mahindra



Profile summary



**anand mahindra** ✓  
@anandmahindra  
Chairman and Managing Director, Mahindra Group  
Mumbai, India · mahindra.com

6,054 TWEETS   144 FOLLOWING   1,007,578 FOLLOWERS   [Following](#)

Followed by [sunil gate](#), [Robert Scoble](#), [Mike Whitmore](#) and 16 others.

 **anand mahindra** @anandmahindra 12h  
When you lose an aged & infirm father, it is not unexpected, but it feels as if an umbrella over you has been snatched away.  
[Details](#)

 **anand mahindra** @anandmahindra 12h  
Even though he had not been active in your life, you feel alone & feel the responsibility for your family lying heavily upon your shoulders  
[Details](#)

[Go to full profile](#) →

f Share

🐦 Tweet

in Share

reddit

G+1

Submit



## #90 Anand Mahindra

Real Time Net Worth As of 11/8/16

# \$1.36 Billion

Age 61

---

Source Of Wealth automobiles

---

Residence Mumbai, India

---

Citizenship India

---

Marital Status Married

---

Children 2

---

Education Bachelor of Arts /  
Science, Harvard  
University; Master of  
Business  
Administration,  
Harvard University

**Anand Mahindra on  
Forbes Lists**

#90 India's Richest (2016)





179,000



Mahindra

144,000



95,000



**Q.:**

**Why  
does he  
tweet?**

**A.:**



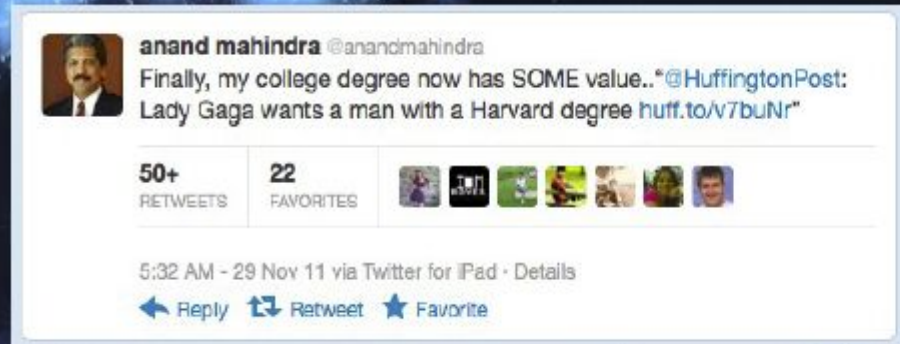
**to route business proposals**



Q.:

Why  
does he  
tweet?

A.:



A screenshot of a tweet from user **anand mahindra** (@anandmahindra). The tweet text reads: "Finally, my college degree now has SOME value..\*@HuffingtonPost: Lady Gaga wants a man with a Harvard degree huff.to/v7buNr". The tweet shows 50+ retweets and 22 favorites. Below the tweet are icons for Reply, Retweet, and Favorite. The background of the entire image is a dark blue world map with glowing blue star-like patterns.

**anand mahindra** @anandmahindra  
Finally, my college degree now has SOME value..\*@HuffingtonPost: Lady Gaga wants a man with a Harvard degree huff.to/v7buNr

50+ RETWEETS    22 FAVORITES

5:32 AM - 29 Nov 11 via Twitter for iPad · Details

← Reply   ↻ Retweet   ★ Favorite

to exercise humor

A..:



A screenshot of a tweet from user **anand mahindra** (@anandmahindra). The tweet text reads: "I agree.Vivek--help!@rghmum: In the era of tablets and smart phones,why is the Xylo website not apple friendly? Poor foresight perhaps?". The tweet shows 8 retweets and 1 favorite. The retweet and favorite icons are shown with small profile pictures. The tweet was posted at 1:53 PM on Feb 12 via Twitter for iPhone. At the bottom of the tweet are icons for Reply, Retweet, and Favorite.

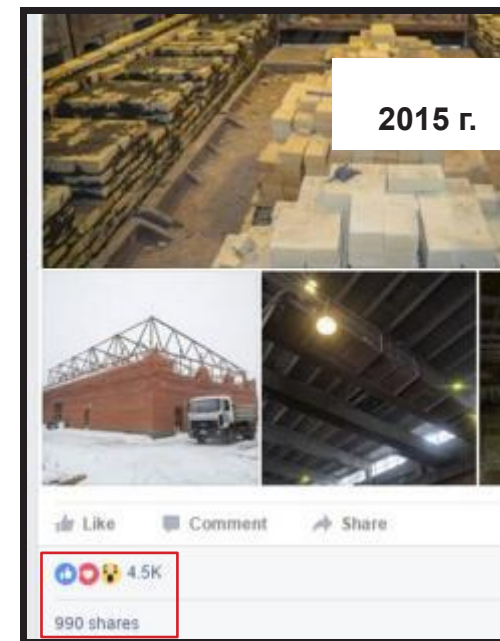
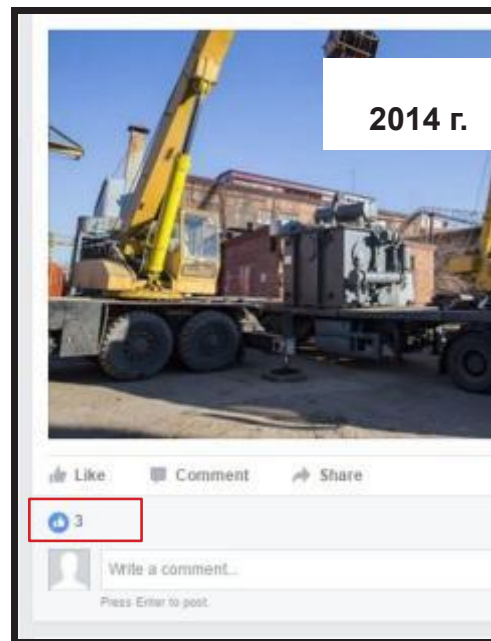
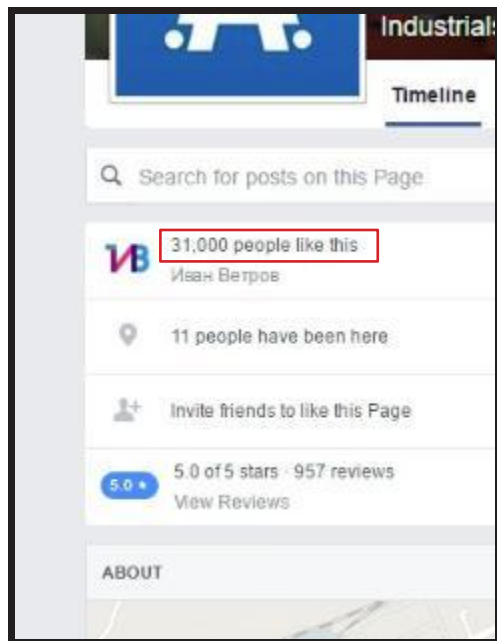
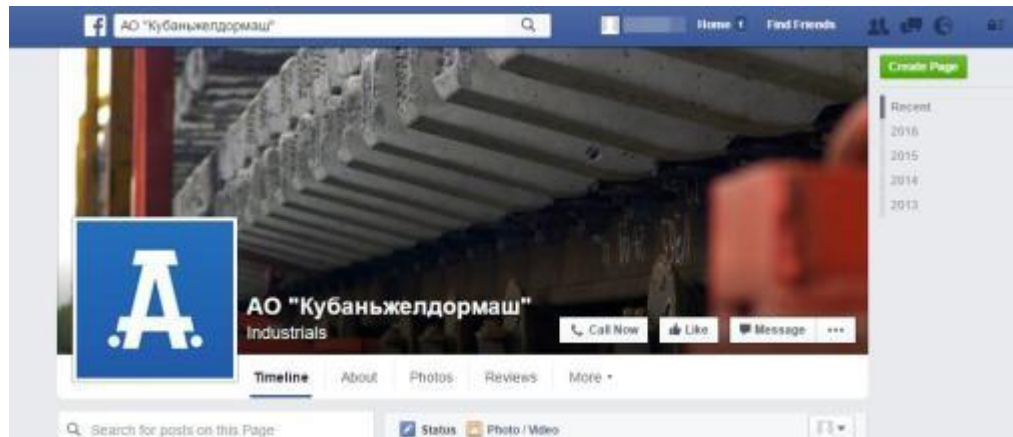
to fix web issues

Why does he tweet?





# Kuban'zheldormash



# Thank you for your attention

Galina Panina  
VBlogger  
Casetv.eu  
Director PR&GR  
Leroy Merlin

