

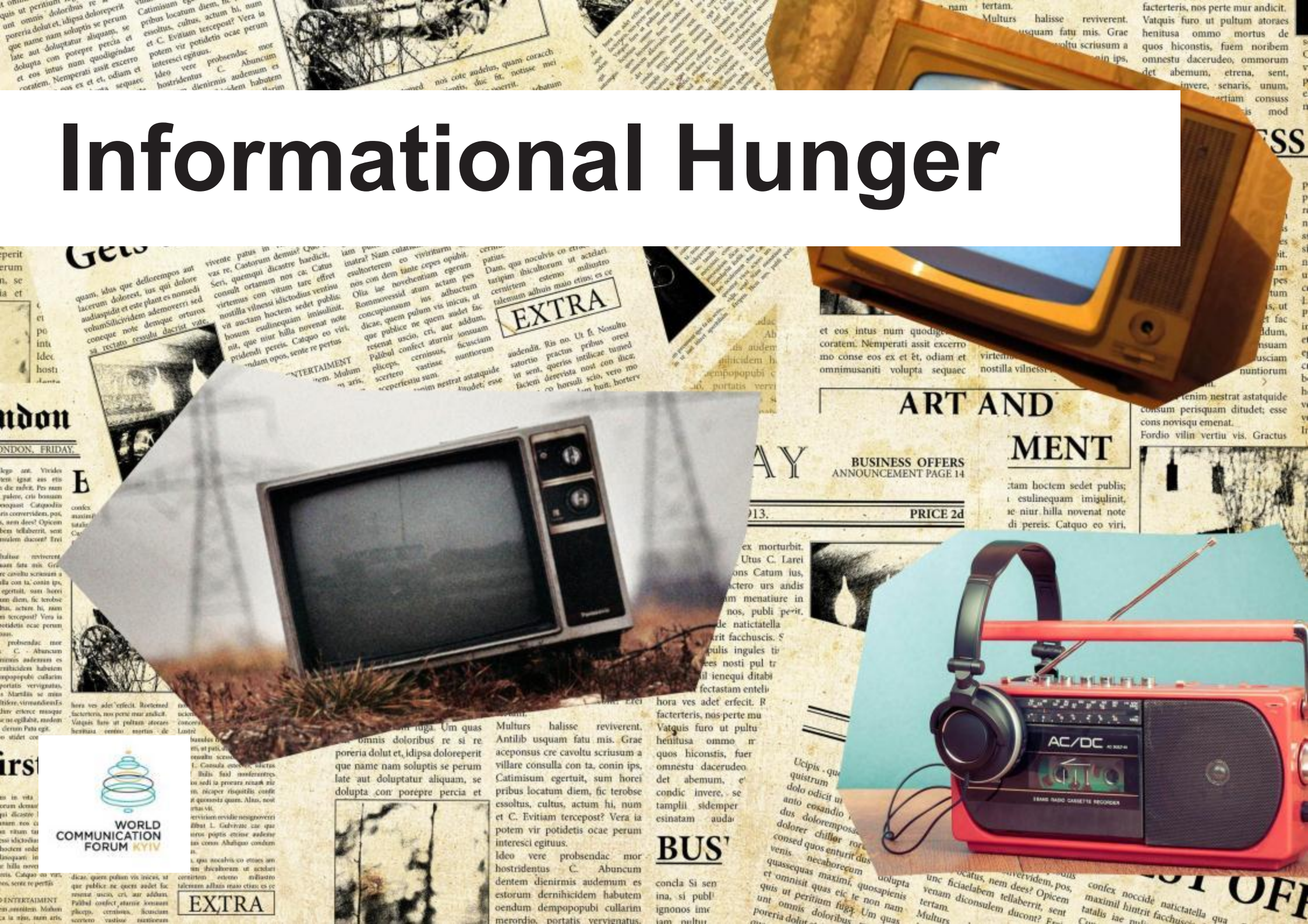


Looking at global communications: Why do we Peep Show?

Galina Panina
Director PR&GR Leroy Merlin, V Blogger



Informational Hunger



WORLD COMMUNICATION FORUM KYIV

EXTRA

EXTRA

ART AND
MENT

BUSINESS OFFERS
ANNOUNCEMENT PAGE 14

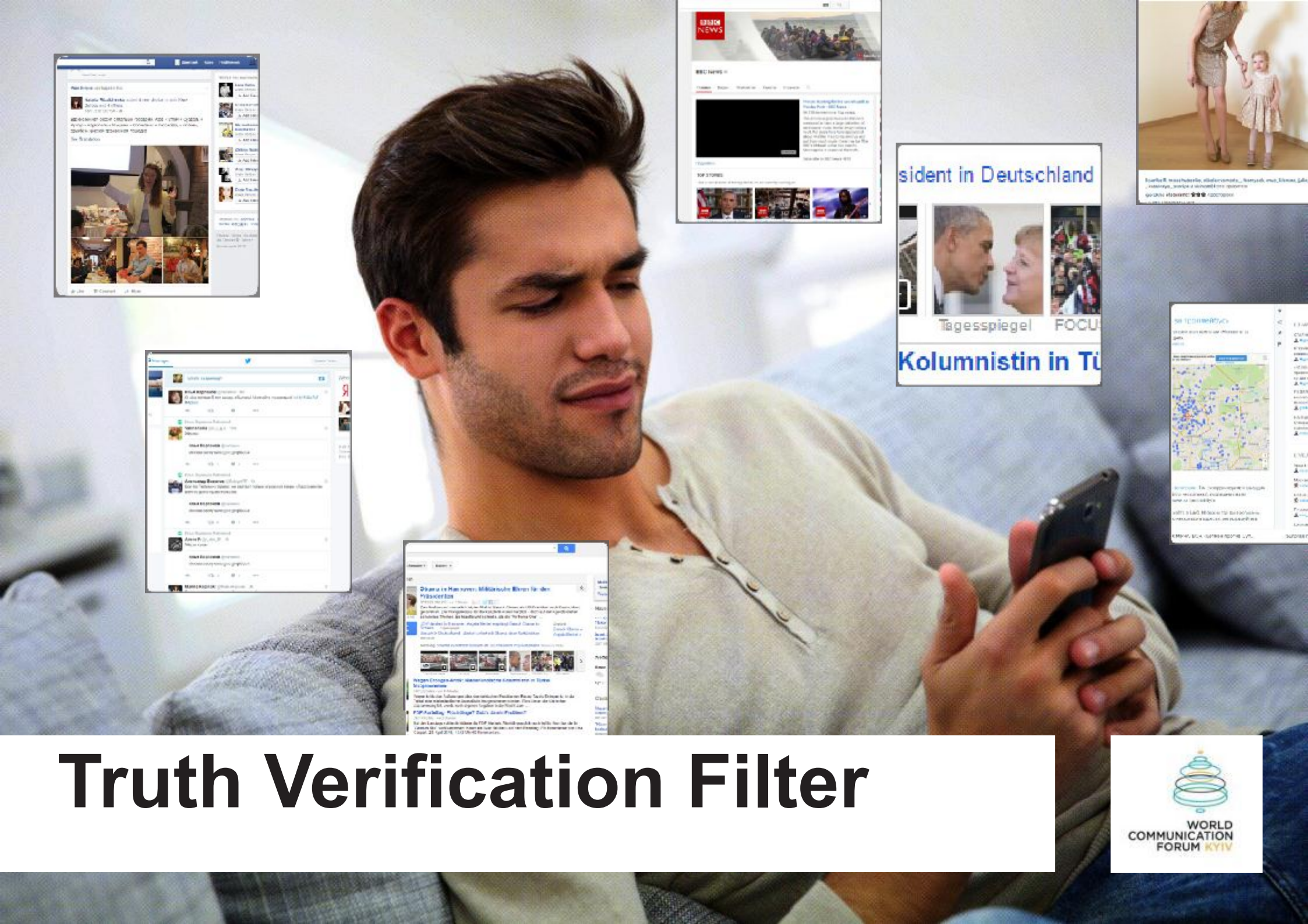
PRICE 2d

BUS

ST OFF

Informational Overdose

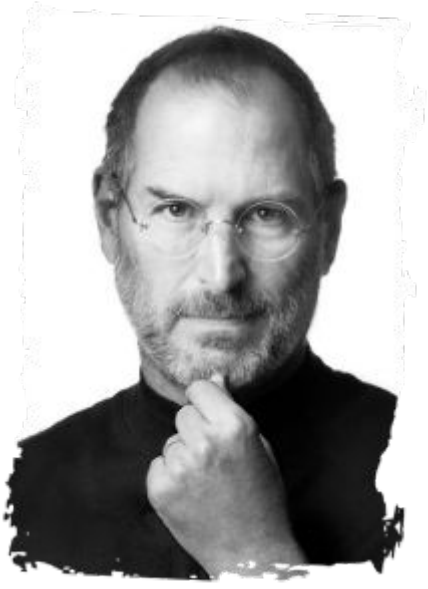




Truth Verification Filter

Social networks influenced the approach to communication of brands and personalities

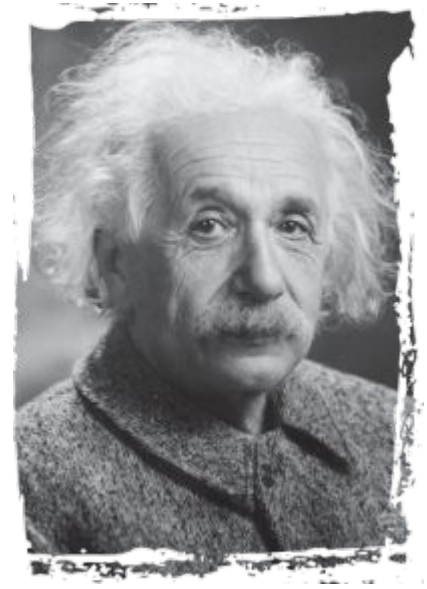




Steve Jobs



Michelangelo



Albert Einstein



Coco Chanel



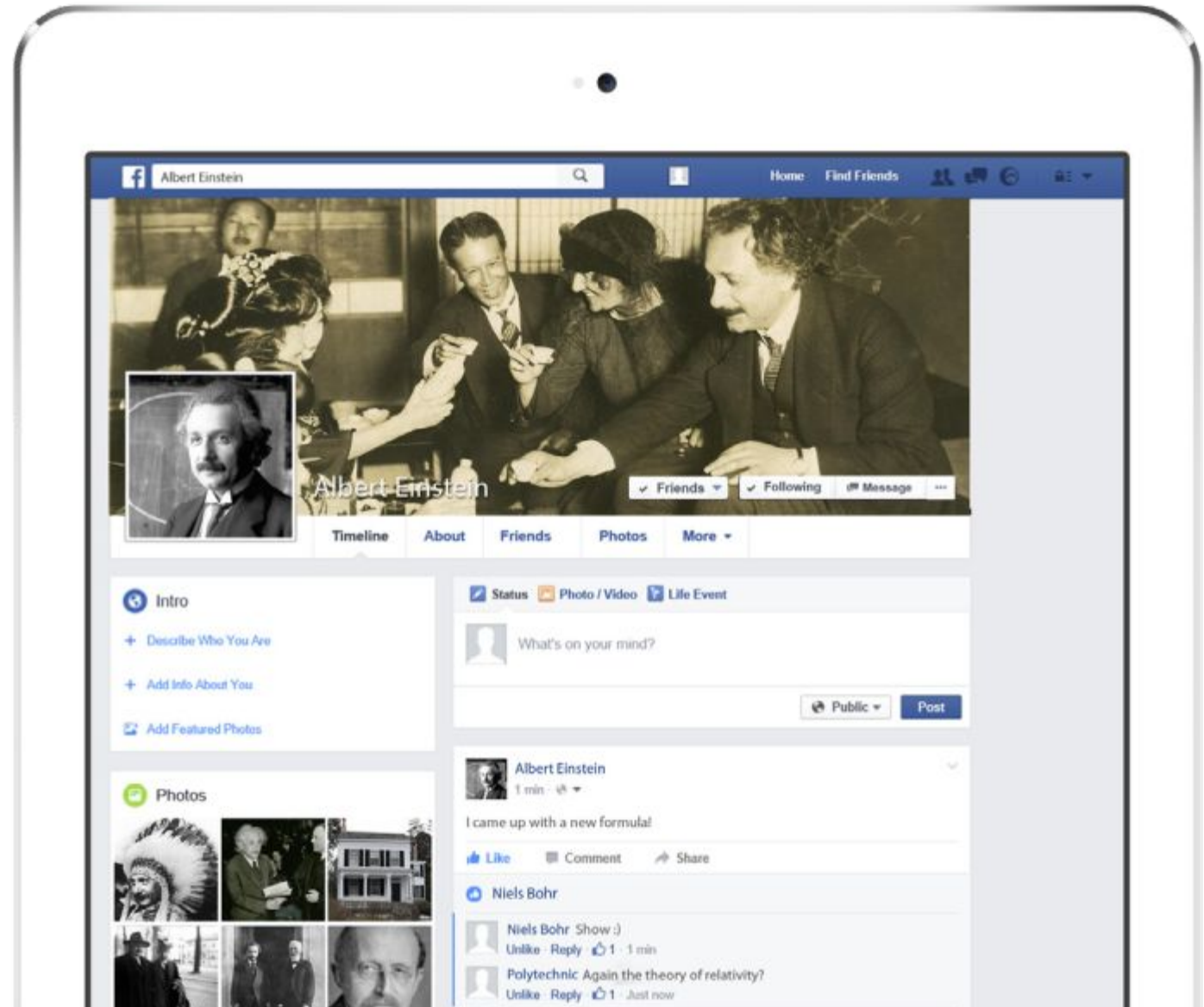
Mozart^t



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

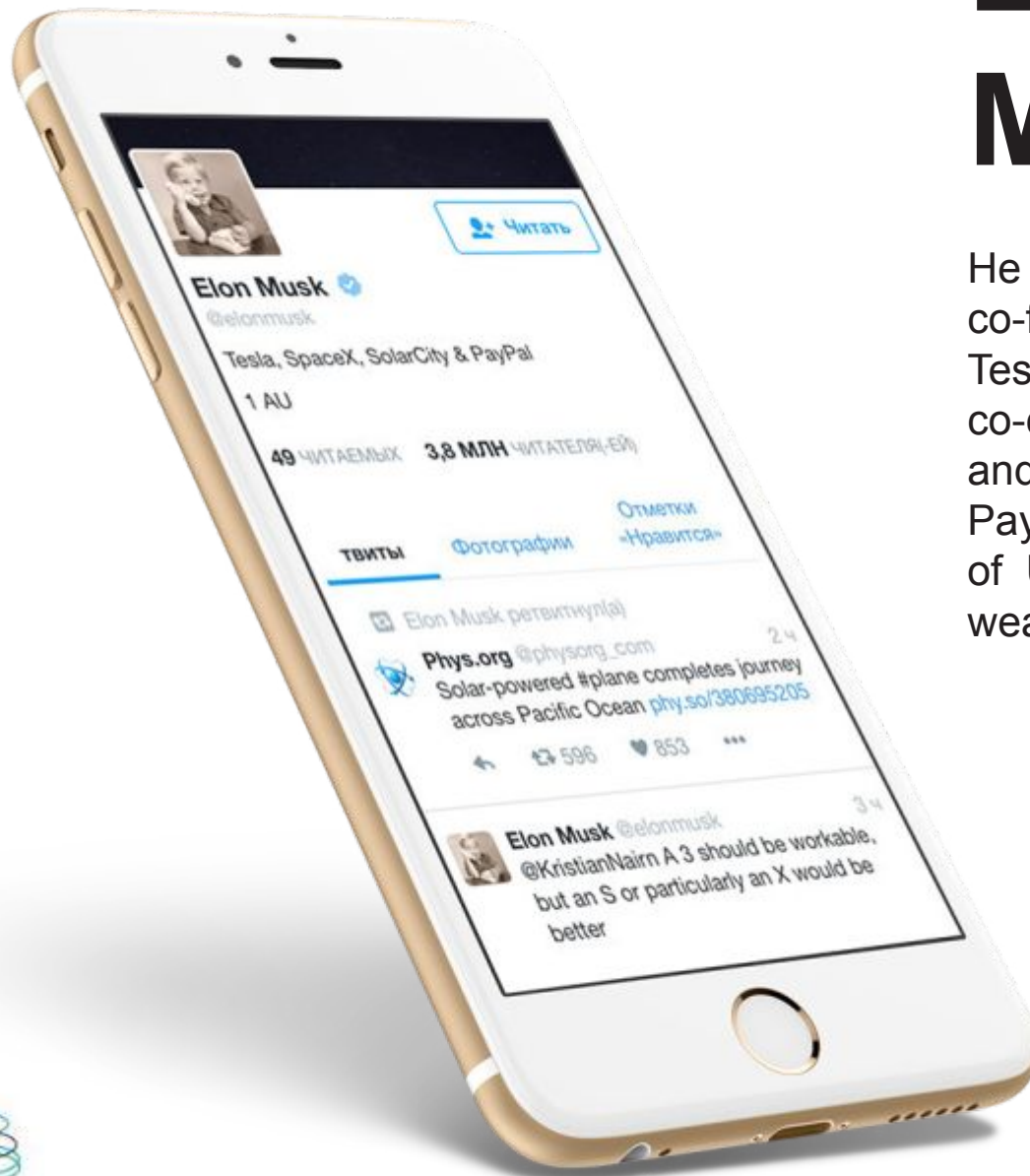


After losing a bet in 2013 with AirAsia CEO Tony Fernandes over each company's Formula 1 racing teams, Branson served as a female flight attendant on an AirAsia airplane. Branson got the last laugh when he intentionally spilled a tray of drinks on Fernandes' lap.



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

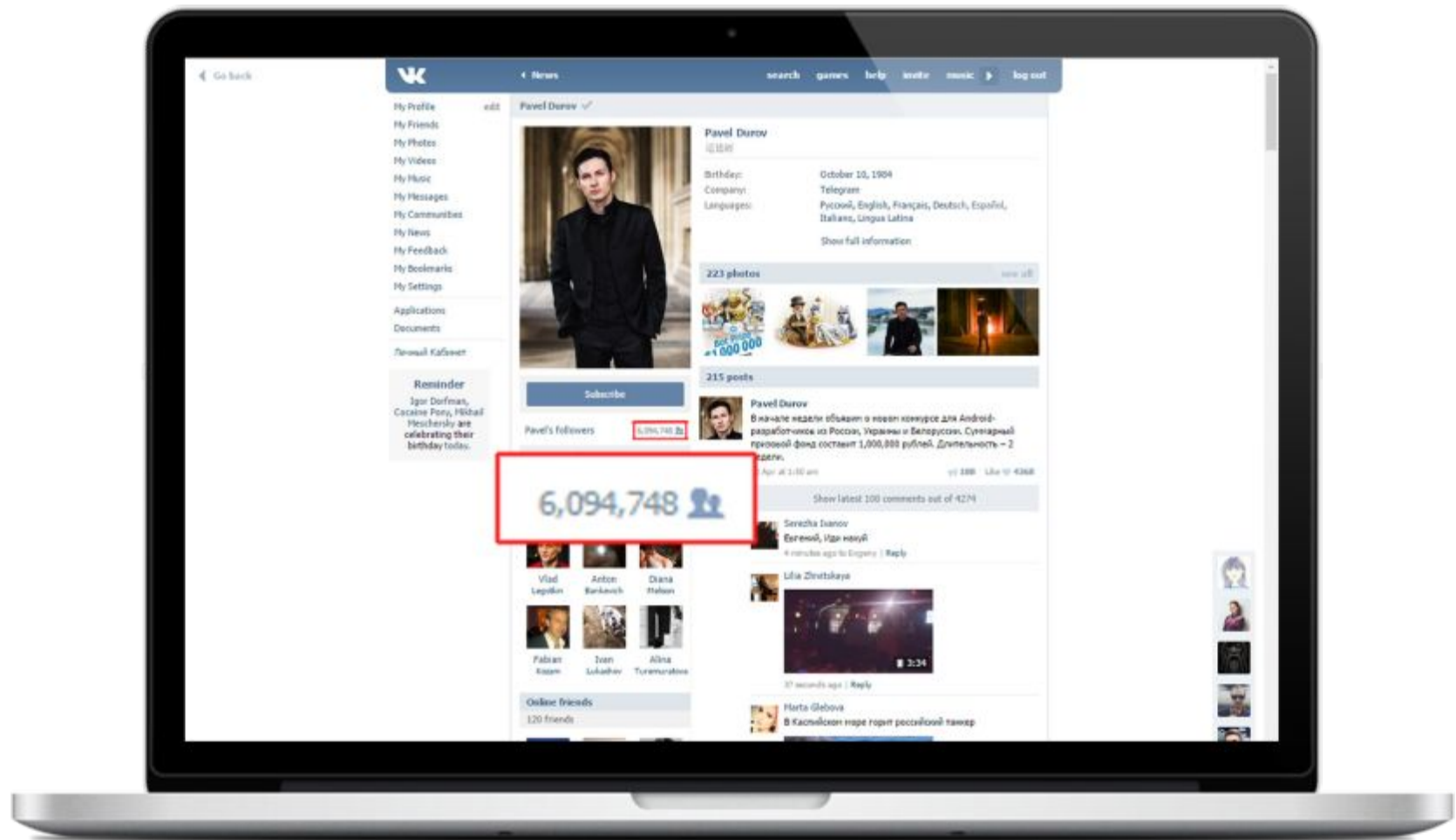
TESLA



WORLD
COMMUNICATION
FORUM KYIV

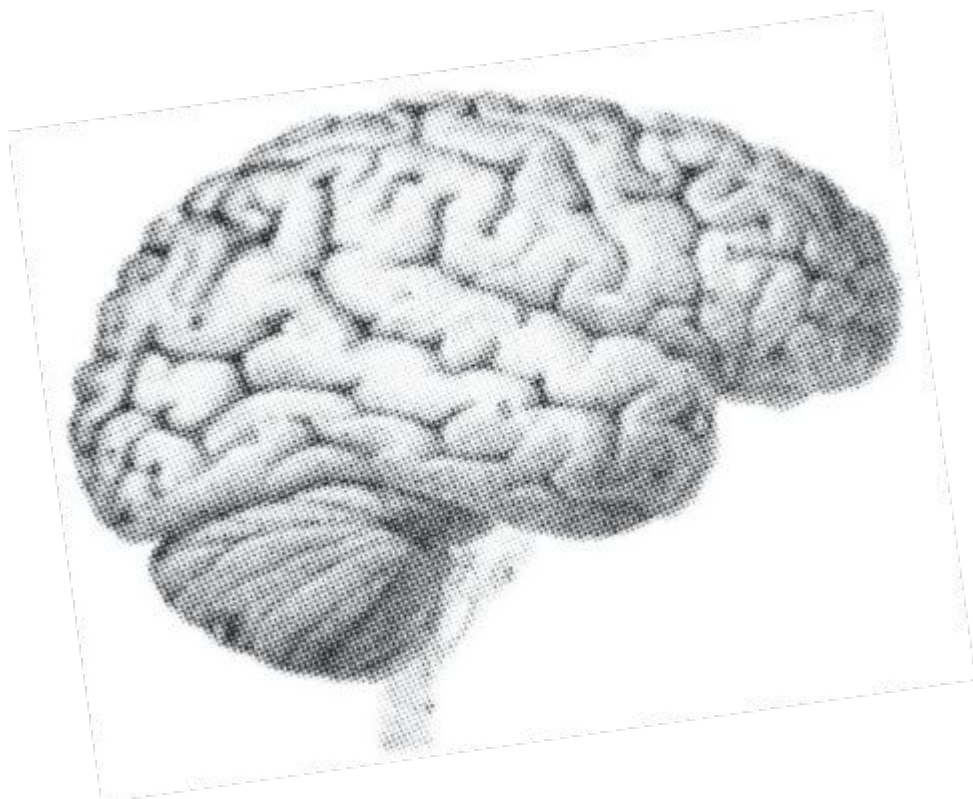
Pavel Durov

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



Mark Zuckerberg Founder FB





IQ and sex

Sex



Playboy



Monk

Changing approach From apocalypses to routine



Hollywood

Peep Show

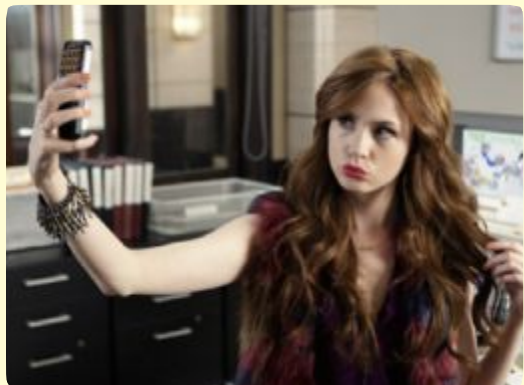
Monica

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.:

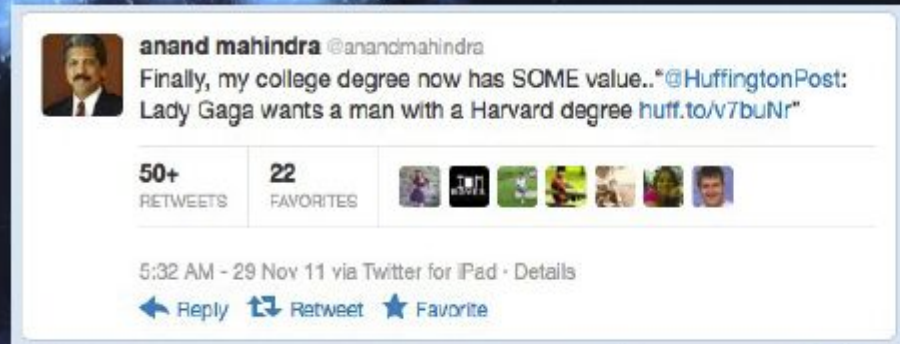


to route business proposals

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..:



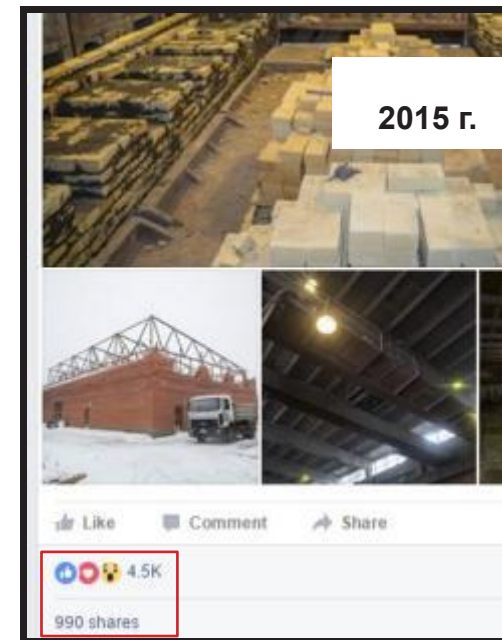
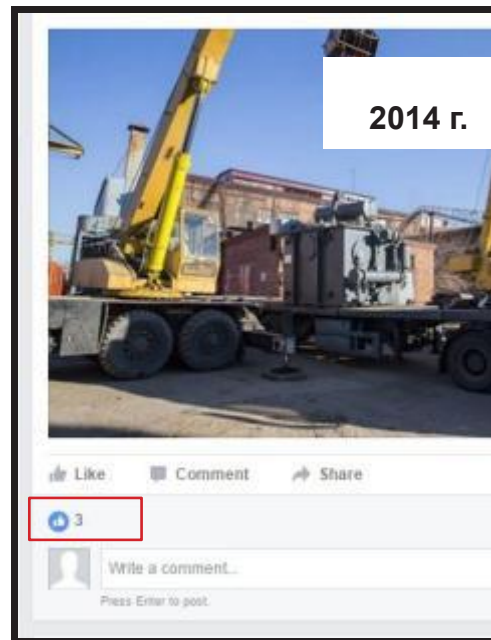
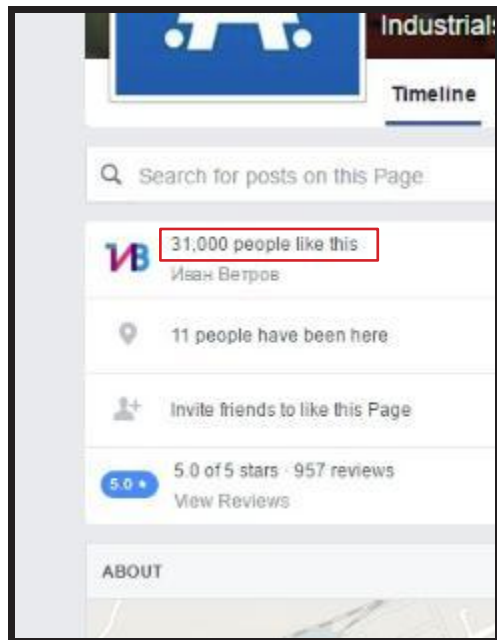
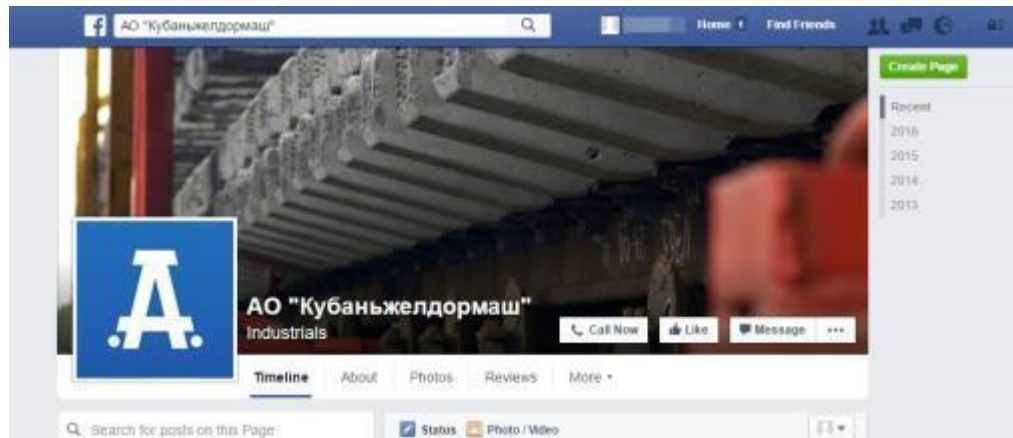
A screenshot of a tweet from anand mahindra (@anandmahindra) on a dark background. The tweet text reads: "I agree.Vivek--help!@rghmum: In the era of tablets and smart phones,why is the Xylo website not apple friendly? Poor foresight perhaps?". Below the text, it shows 8 retweets and 1 favorite, with icons for various users. At the bottom, it says "1:53 PM - 8 Feb 12 via Twitter for iPhone - Details" and includes "Reply", "Retweet", and "Favorite" options.

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

