

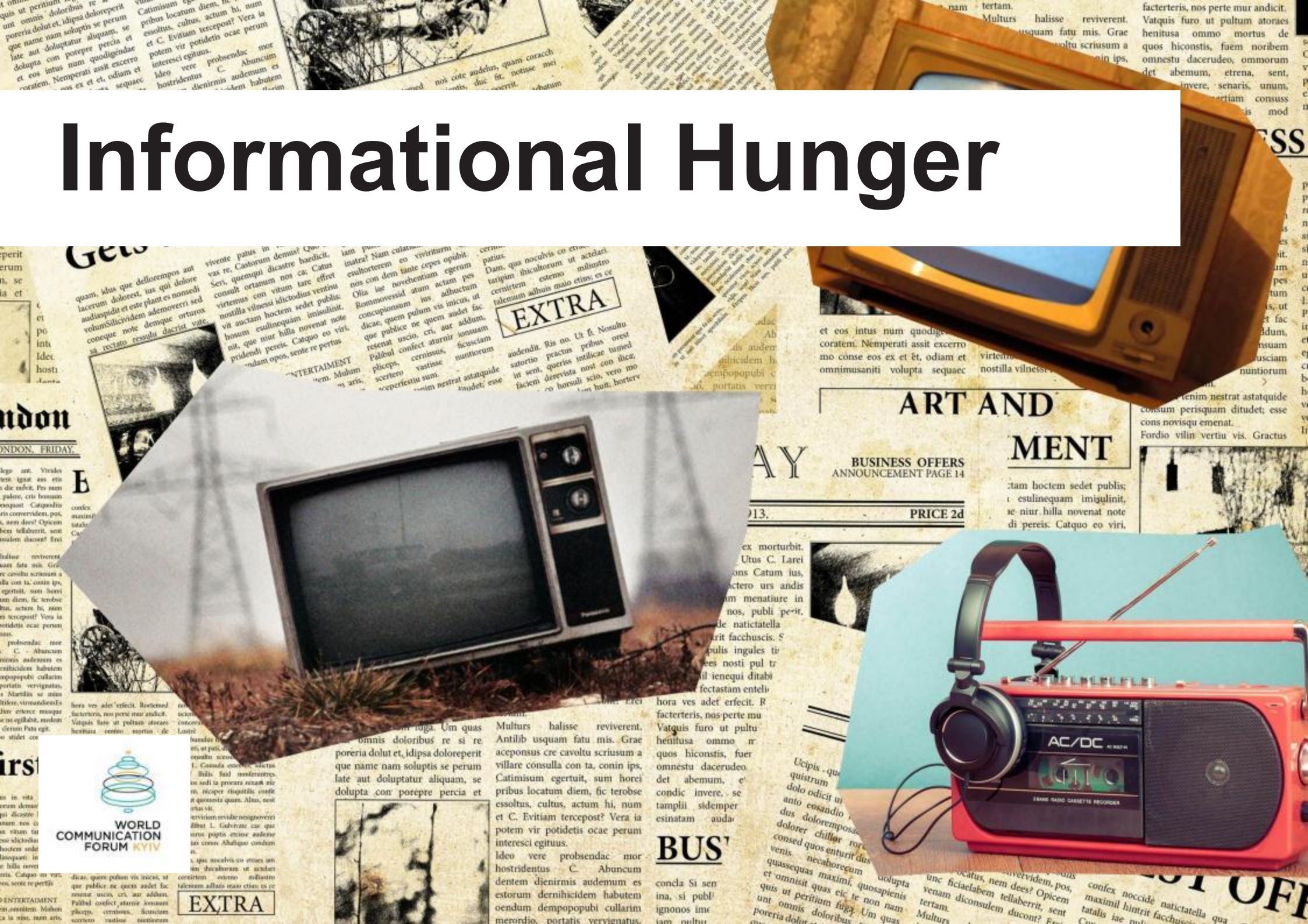


Looking at global communications: Why do we Peep Show?

Galina Panina
Director PR&GR Leroy Merlin, V Blogger



Informational Hunger



Informational Overdose

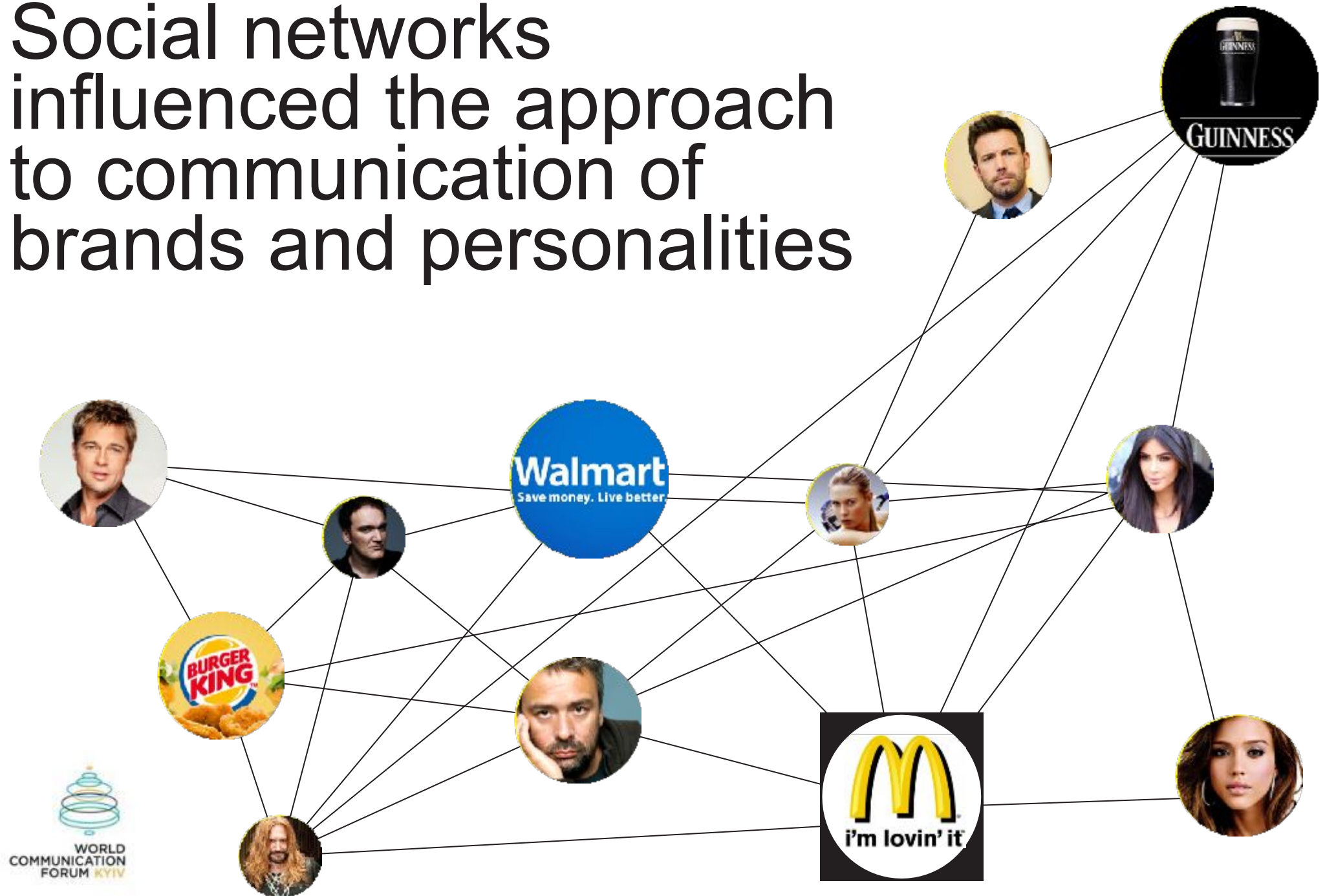


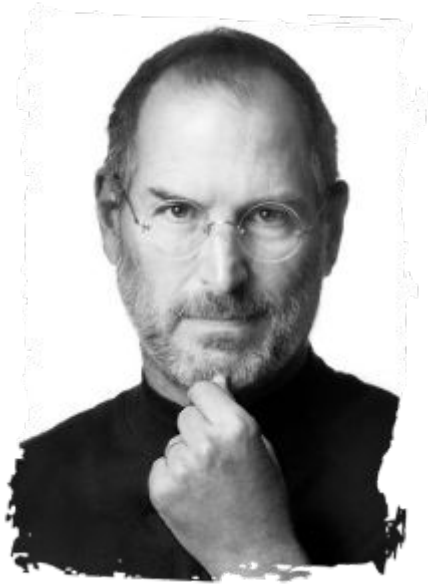


Truth Verification Filter



Social networks influenced the approach to communication of brands and personalities

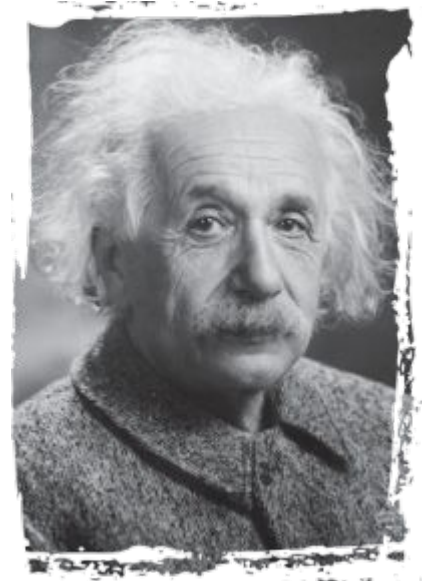




Steve Jobs



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.



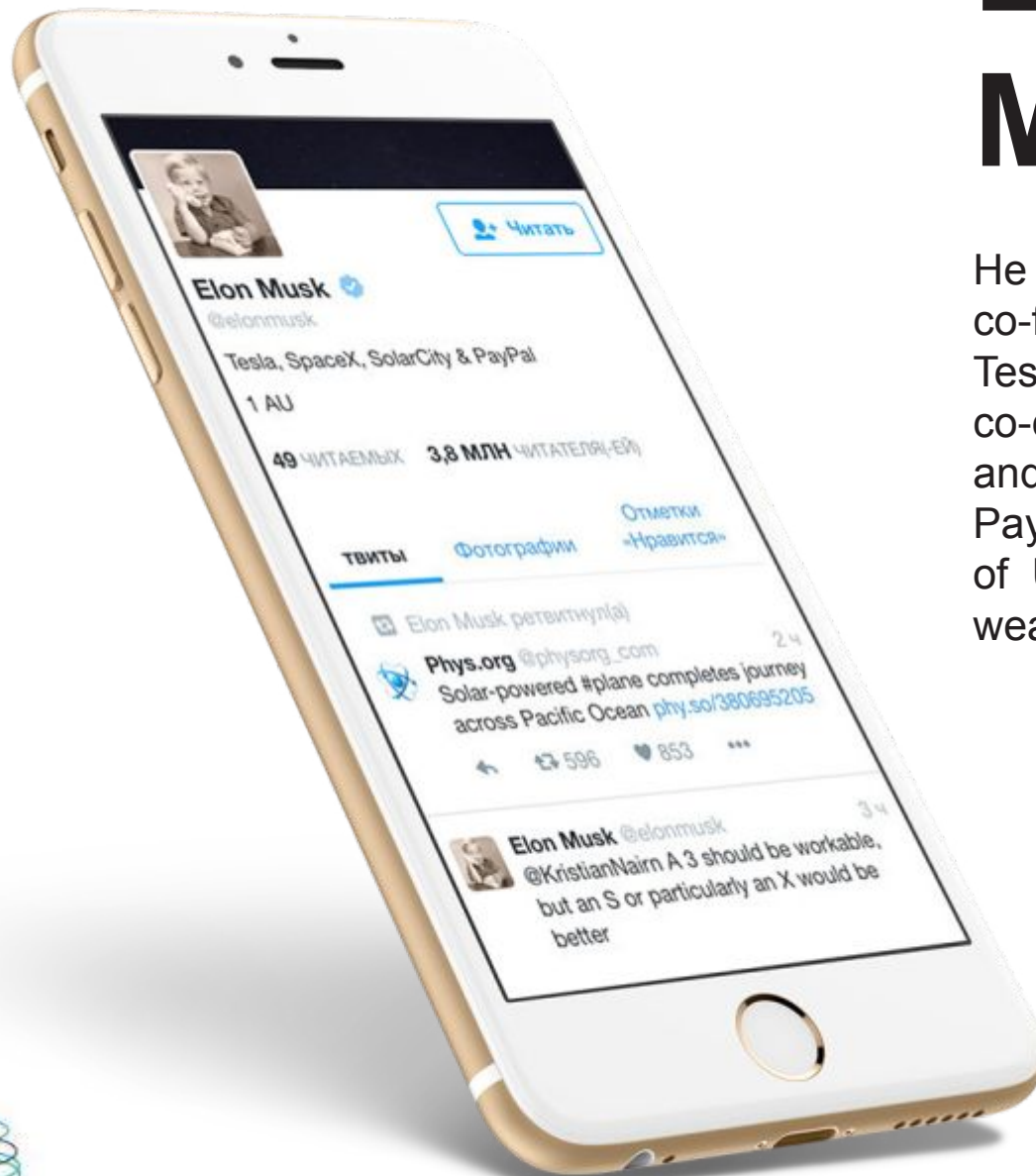
Elon Reev Musk

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

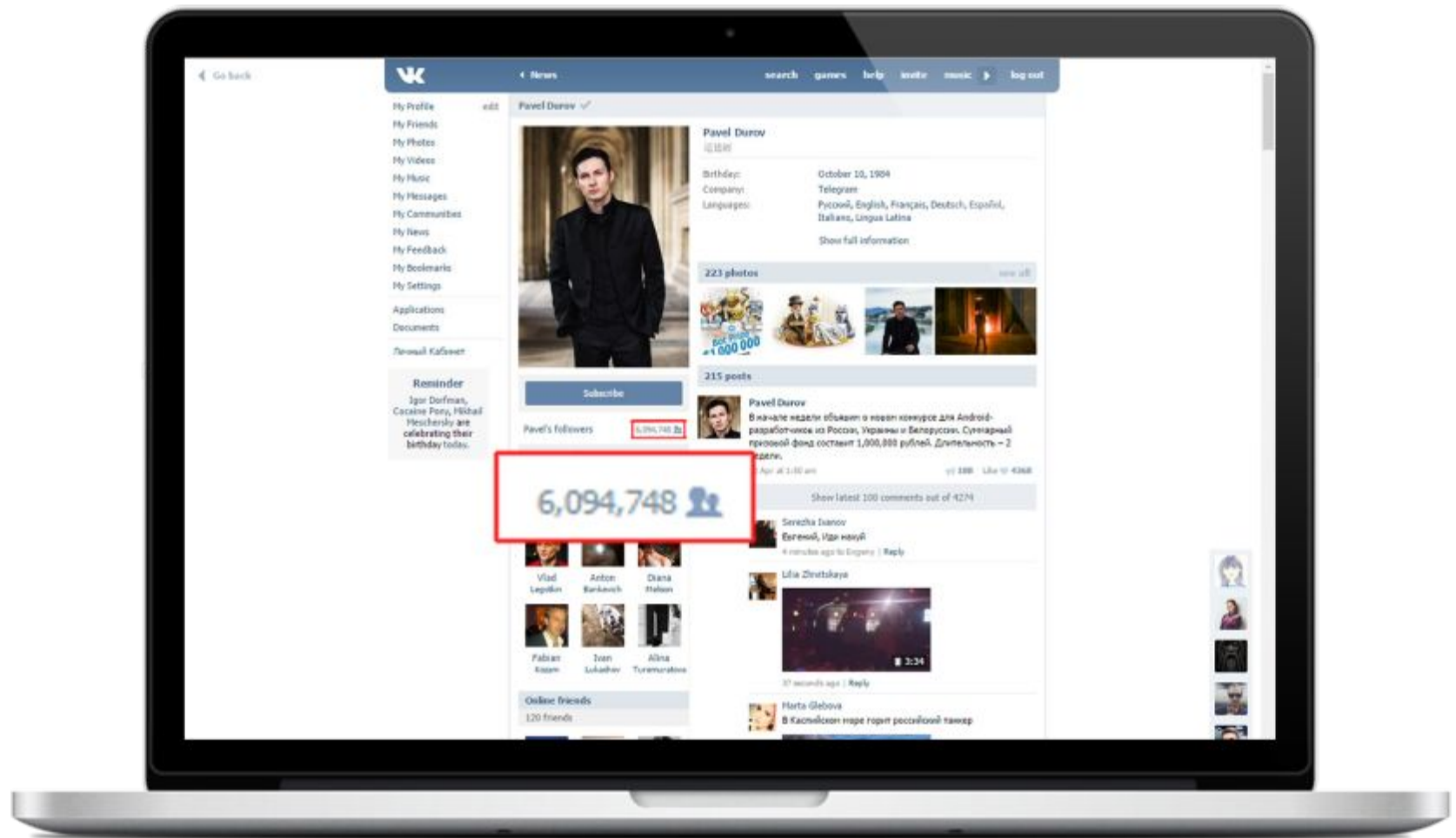
PayPal

TESLA



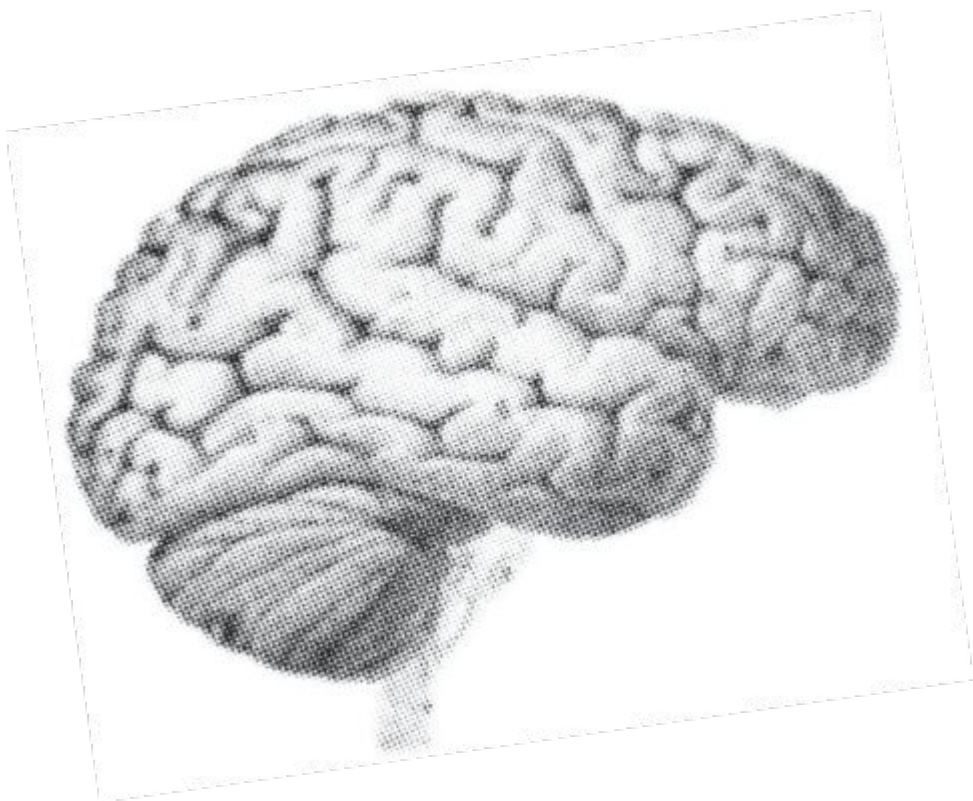
Pavel Durov

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



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

144,000

95,000



Q.:

**Why
does he
tweet?**

A.:

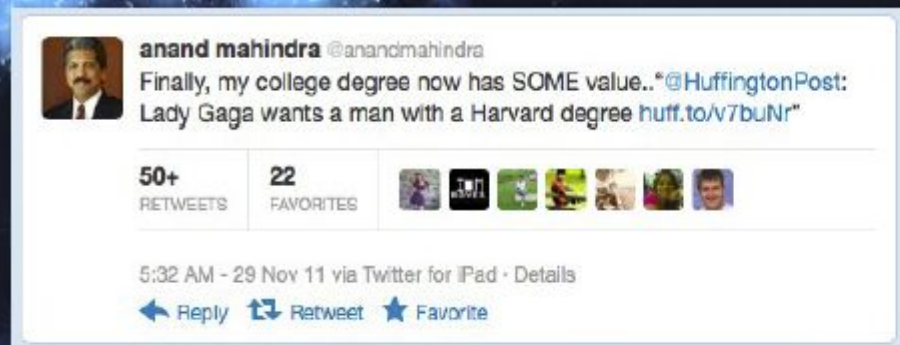


to route business proposals

Q.:

Why
does he
tweet?

A.:



to exercise humor

A..



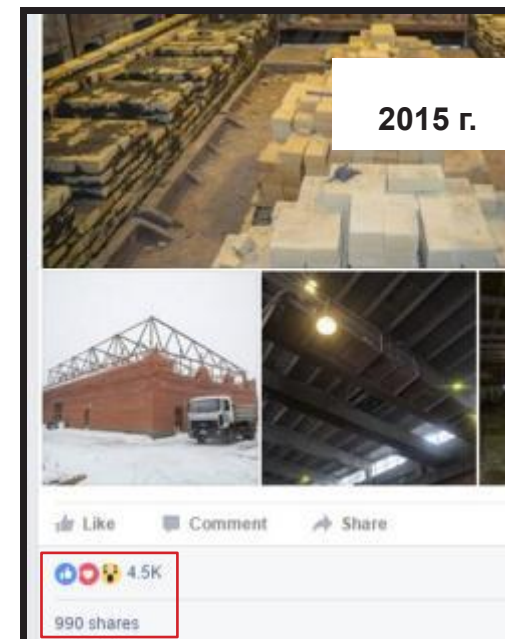
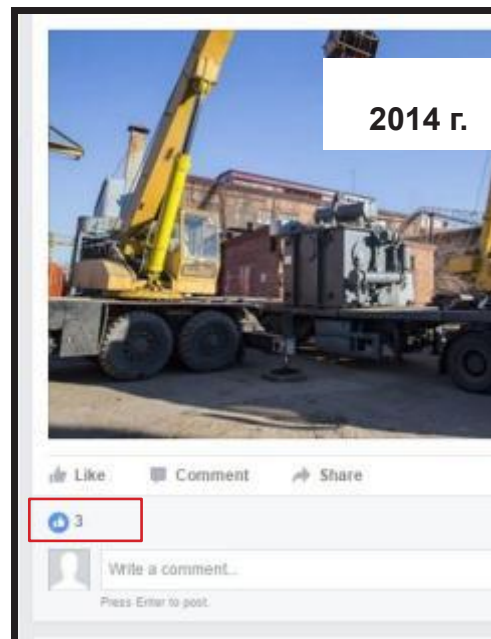
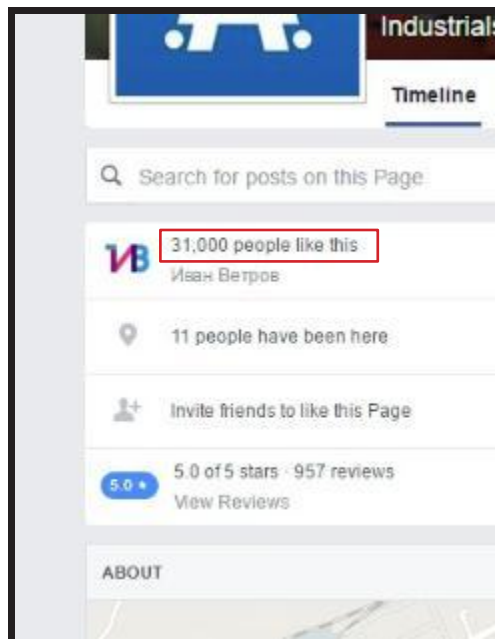
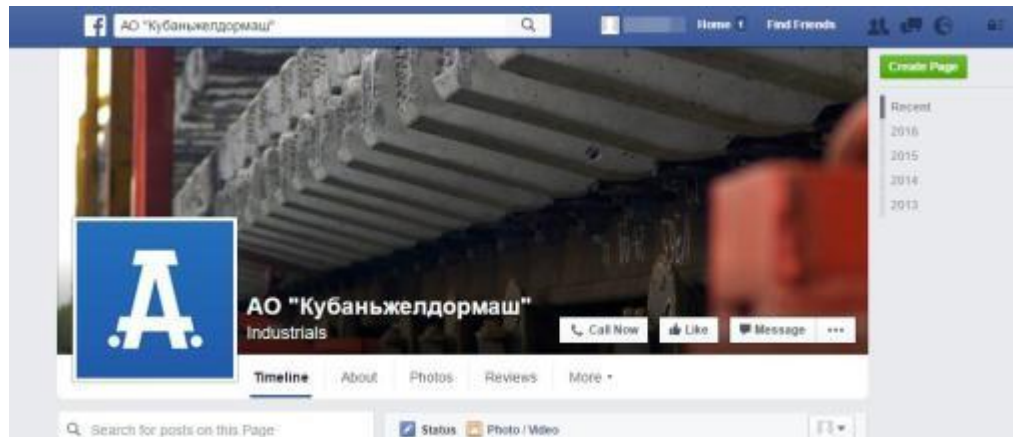
to fix web issues

Why
does he
tweet?



CC:0

Kuban'zheldormash



Thank you for your attention

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

