

Concepts which take markets by storm

Many consumers today live intense lifestyles, have short attention spans, are constantly on the go, impatient and need short termed, changing satisfactions. Their lives are often marked by many changes in living environment, career, interests and appearance. Methods of "old school" competitive strategy, marketing and branding assert the need to think long-term. Well, times have changed and marketers have now more and more reasons to think short-term as well as long-term.

WE PROUDLY PRESENT THINK SHORT. THE CREATION OF SHORT-TERM BRANDS.



Ethnology professor **OWE RONSTRÖM** on uncovering the culturally embedded biases and conventions that shape standard approaches to understand human beings a.k.a. consumers.



DAN HERMAN Ph.D. on how to create and launch innovations that fly! The principles and methods to create instant successes in Short-Term Brands.

FEBRUARY 4 • 16:30-18:30 at BERGHS SCHOOL OF COMMUNICATION

Seats are limited • Registration until February 1 at www.berghs.se/think-short

Berghs School of Communication and Sveriges Marknadsförbund in collaboration with Cocos | Think Short