



Just in case it matters to you:

CLIENT / CONTACT BULLETIN 10-15

- “THE BRAVE NEW WORLD OF NEUROMARKETING, THE STUDY OF ADVERTISING’S EFFECT ON BRAIN ACTIVITY... is groundbreaking technology...which can tell whether one’s emotional response is negative or positive... and remove the ‘politically correct’ responses produced by focus groups... By objectively measuring our brain’s reactions to everything from a corporate logo to a campaign speech,” brand marketers and strategists expect to ultimately create ads designed for specific demographic groups. “The worry for the rest of us is that neuromarketers will produce ads so compelling, we’ll be reduced to mindless drones buying stuff we don’t need.” [SMART MONEY – Apr 10]
- MEANWHILE, THE INTERNET TECHNOLOGY WHICH AMERICAN MARKETERS Poured over \$25B INTO LAST YEAR, for “web-established links, click-throughs and analytics... promoting online advertising, search marketing ads and e-mail marketing” *may soon be obsolete*, as “access to sites using standard or similarly formatted PCs and browsers is ending.” In its place, “proprietary platforms like Apples’ iPhone, Amazon’s Kindle, Google’s Android, and soon web-connected TVs with their own interactive formats, plus social sites like Facebook, which sequester their content behind a password, far from the roving eyes of search engines...Forget the Internet, it’s now the Splinternet.” [BUSINESSWEEK – Apr 12, 10]
- ALL THIS POSES ANOTHER ISSUE: ‘ONLINE MONITORING’ OF PERSONAL DATA IS THREATENING PRIVACY to such an extent that both the Federal Trade Commission and Congress are now considering a *do-not-track* list, similar to the *do-not-call* list. “Technology has rendered the conventional definition of personally identifiable information obsolete... Computer scientists and policy experts say that seemingly innocuous bits of personal minutiae and self-revelation can increasingly be collected and re-assembled by computers to help create a picture of a person’s identity – sometimes down to their social security number... Even when individuals do not disclose personal info, online friends and colleagues may (inadvertently) do it – referring to school or employer, gender, location and interests, since patterns of social communication are revealing... and the pool of information can form a distinctive ‘social signature.’ [NEW YORK TIMES – Mar 16, 10]
- HOW CAN CALIFORNIA PUBLIC SCHOOLING NOT WORSEN, as federal stimulus funds have run out and the state budget-crisis resolution plan is to further reduce spending per pupil (presently 46th lowest of 50 states), in classrooms which already have nearly double the students-per-teacher national average? The, as yet insurmountable, problem is a combination of “dysfunctional state governance, elected school boards made up of wannabes... and a powerful and regressive state teachers’ union...which has spent some \$210M in the past decade intervening to defeat almost any reform (including a school voucher system or teacher probation period) that might have turned standards into reality.” California now ranks in the bottom 10% of American secondary education – in math, 8th graders are surpassed by students from everywhere except Alabama, Mississippi and Washington DC; the percentage of graduates who go on to college is fewer than in 45 other states; and, as if the negative classroom impact weren’t already bad enough, the Los Angeles district (2nd largest in the country) now has to deal with a federal Civil Rights investigation about “whether it adequately teaches pupils who have little or no English.” No end in sight to a tragic and absurd situation. [THE ECONOMIST – Apr 3, 10]
- WANT “CLEARER THINKING, MORE ENERGY, AND A BETTER QUALITY OF LIFE?” GET MORE REST. ‘Fatigue’ has become a national epidemic – 60% of Americans “feel chronically tired,” since our bodies require 7 to 9 hours rest each night but the average person gets only six hours plus.. A study of over 1000 people aged 25 to 60 by the Nat’l Sleep Foundation found 25% admitting to have “missed work or a family event because they’d been too tired to function, and/or been too exhausted most nights to have sex.” Researchers believe the principal cause to be “poor sleep hygiene – from such practices as making big changes in bedtimes and waking times which confuses the body’s internal clock; excessive worry and anxiety; and being too busy right up to bedtime (including watching TV or going online) instead of spending the last hour of the day winding down.” Big benefits could result from changing your M.O. in these areas. [THE WEEK – Mar 26, 10]
- THOUGHT FOR THE WEEK: ***“Even worse than hiring incompetent employees and then having them leave, is hiring incompetent employees and having them stay.”***

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