

FRICTION-FREE MARKETING



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What it means to be
“friction-free”

Every brand can be
a **C2C** brand

Building brands about
me and we

FRICITION-FREE MARKETING



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Amazon's obsession with "friction-free"



Amazon founder's customer obsession and tech inventiveness modernized shopping for a digital millennium



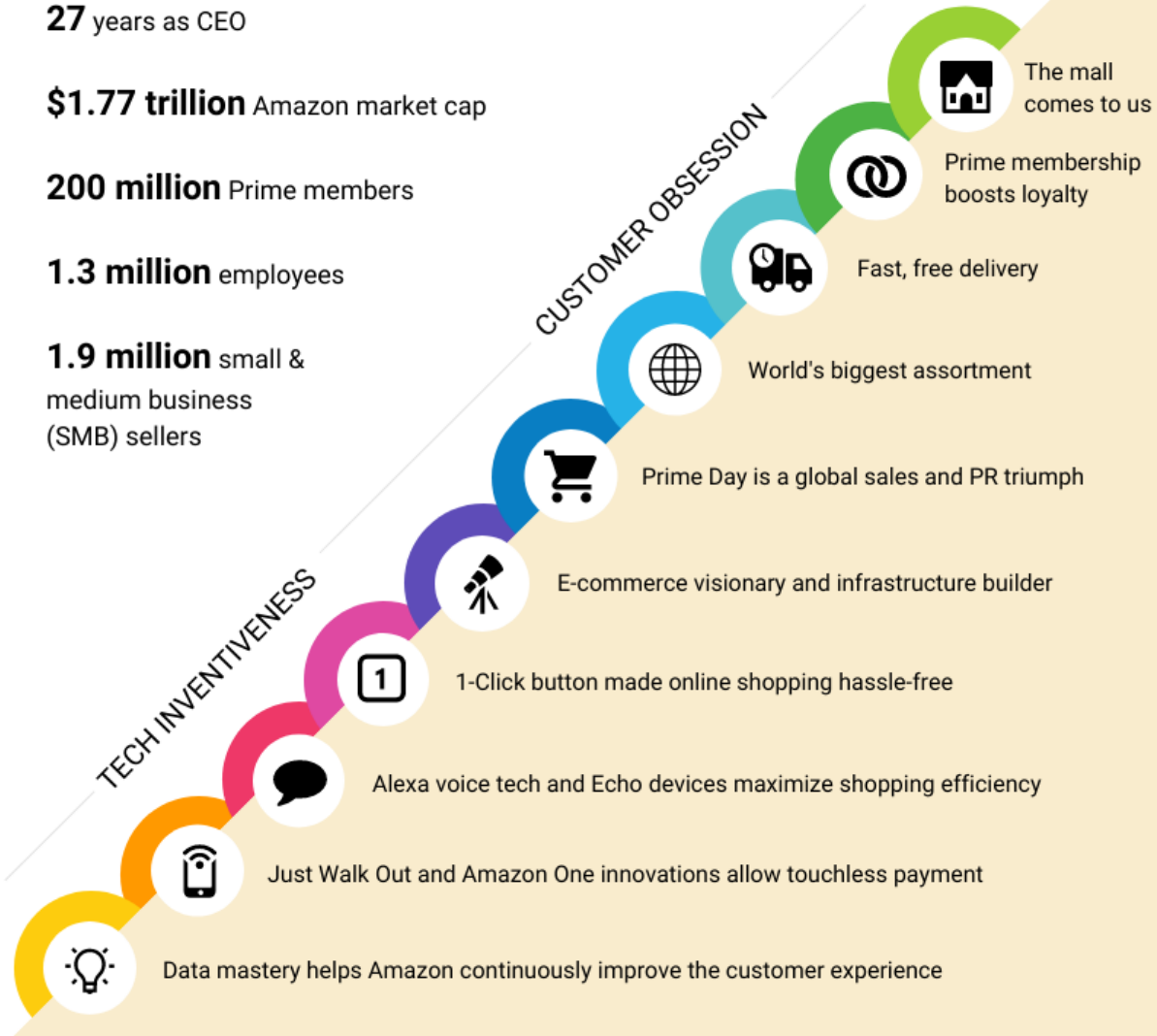
27 years as CEO

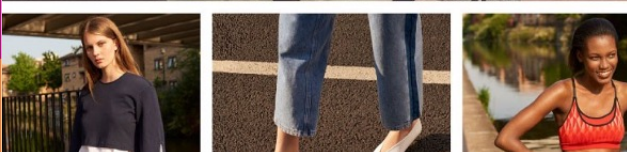
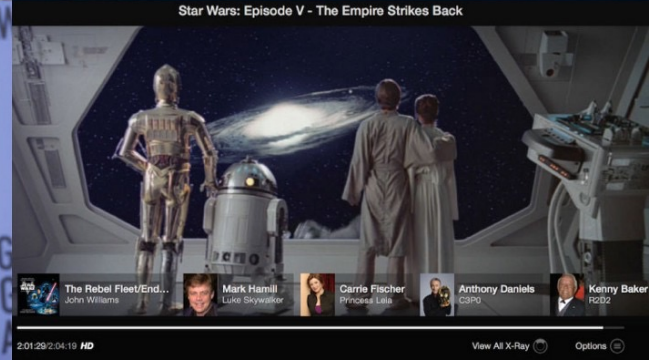
\$1.77 trillion Amazon market cap

200 million Prime members

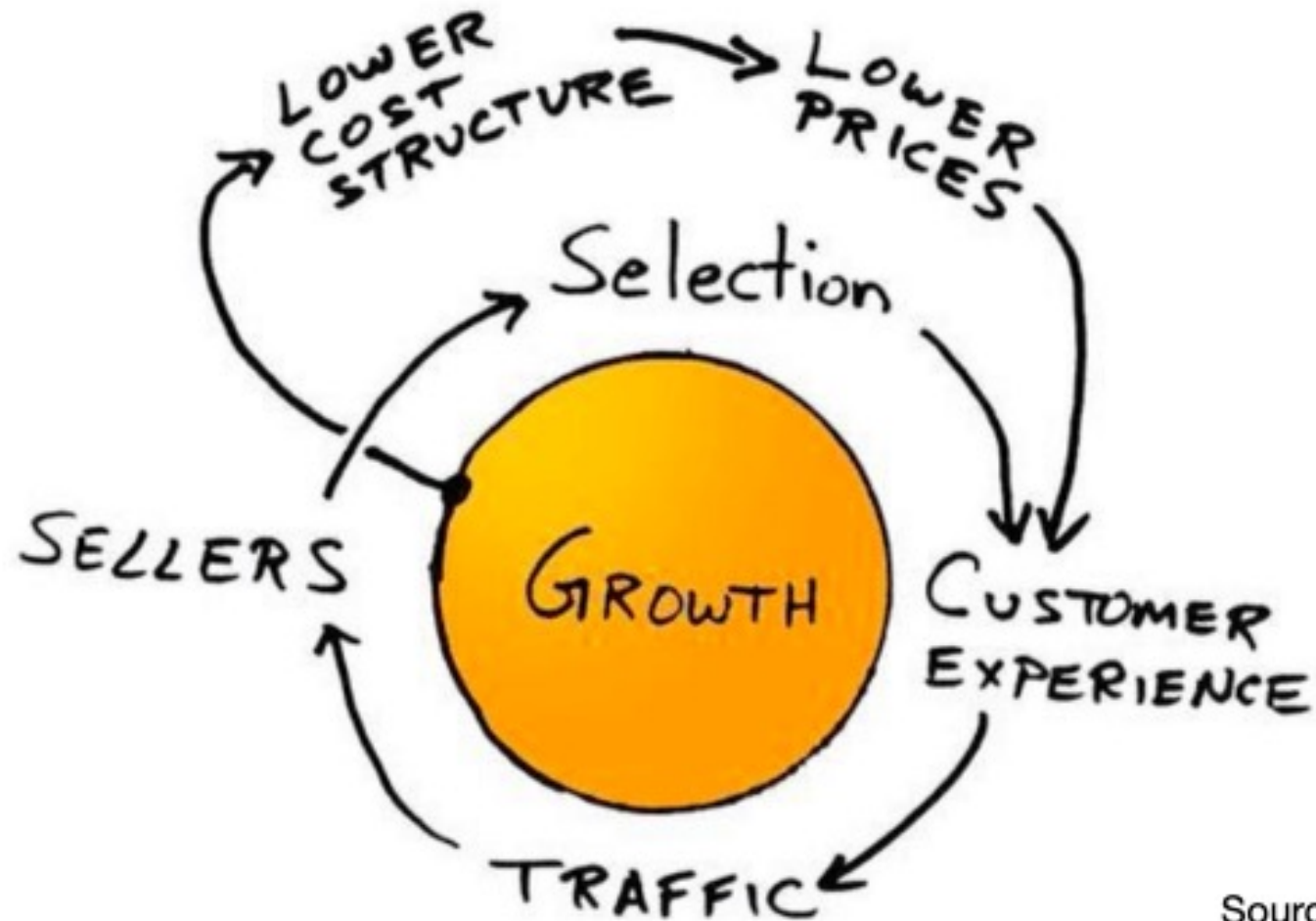
1.3 million employees

1.9 million small & medium business (SMB) sellers

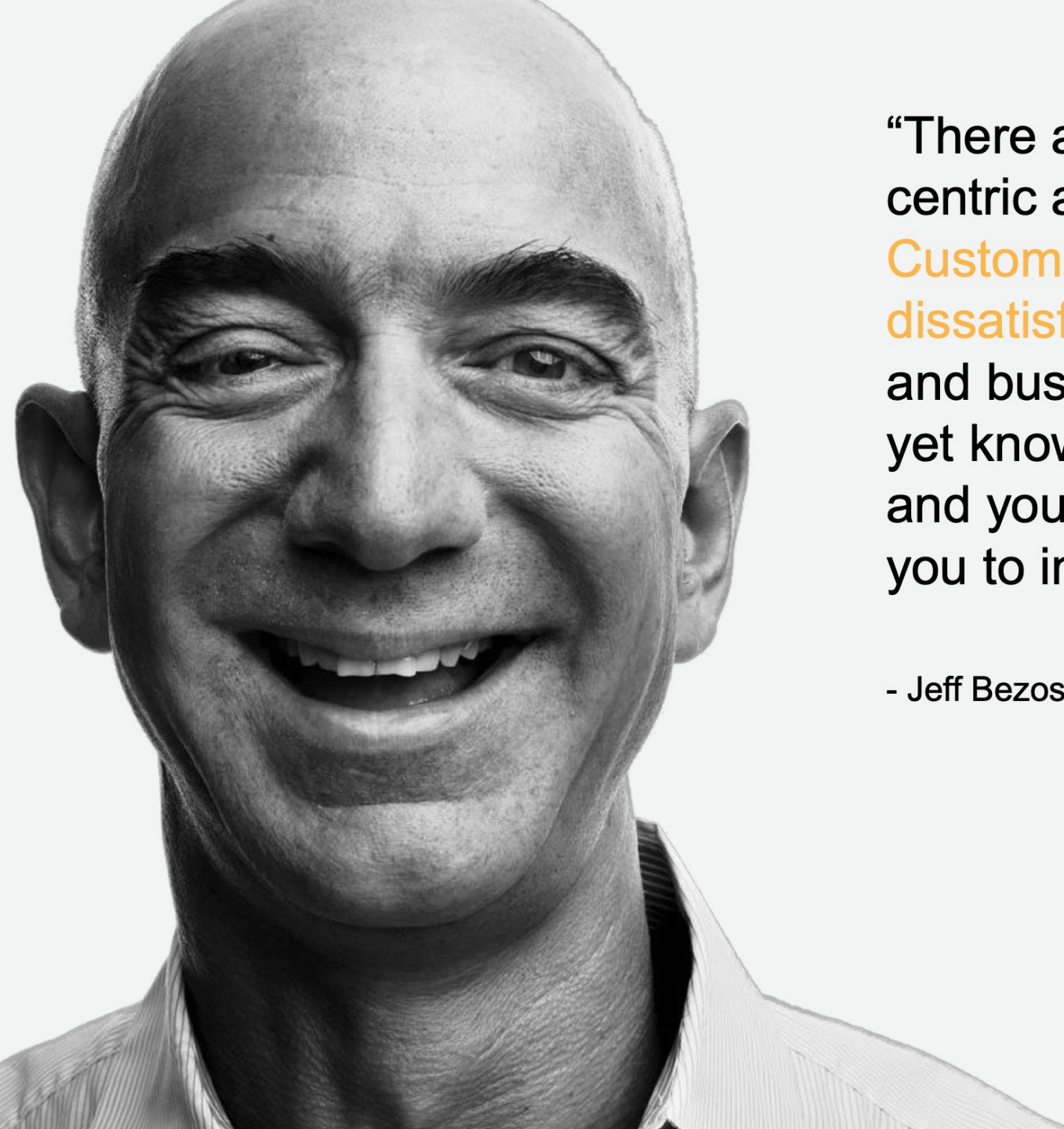




Amazon's growth flywheel



Source: Amazon



“There are many advantages to a customer-centric approach, but here’s the big one: **Customers are always beautifully, wonderfully dissatisfied**, even when they report being happy and business is great. Even when they don’t yet know it, customers want something better, and your desire to delight customers will drive you to invent on their behalf.”

- Jeff Bezos, 2016 letter to shareholders

DBS's "friction-free" living





DBS “invisible banking”

Live more,
Bank less

Make banking ‘invisible’





What makes a 26,000 start-up?

				
Customer Obsessed	Data-Driven	Take Risk & Experiment	Agile	Be a Learning Organisation



peterfisk.com



SHE IN



Shein's "friction-free" fashion

Real-time fashion

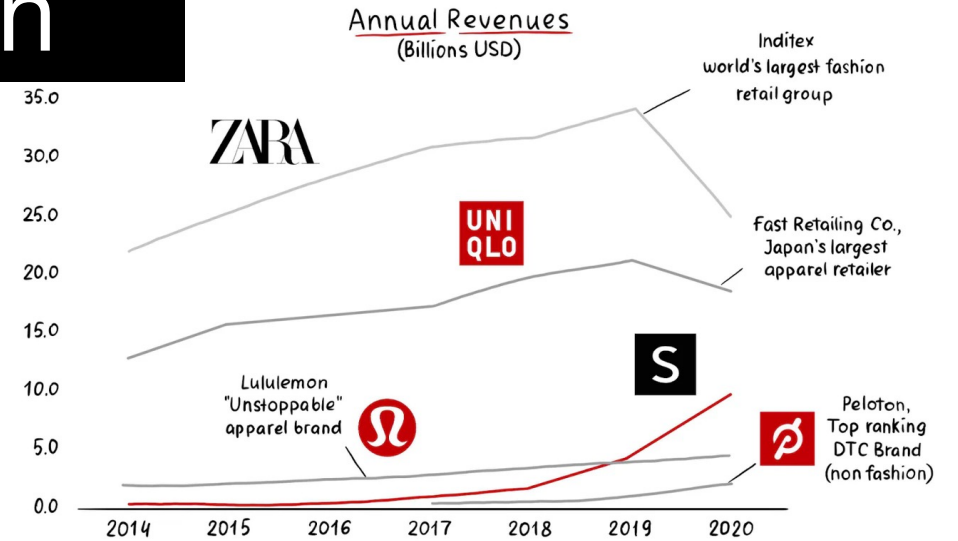
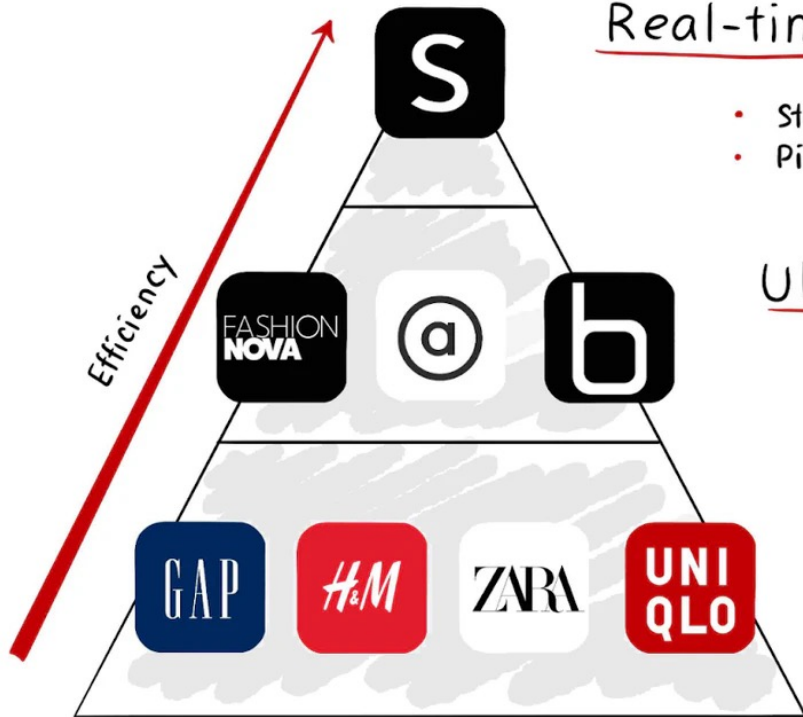
- Start: 2020's - China
- Pioneer: Shein

Ultra fast fashion (DTC)

- Start: Mid 2010's - United Kingdom
- Pioneers: ASOS, Fashion Nova, Boohoo

Fast fashion

- Early 1990's - Spain / Europe
- Pioneer: Zara



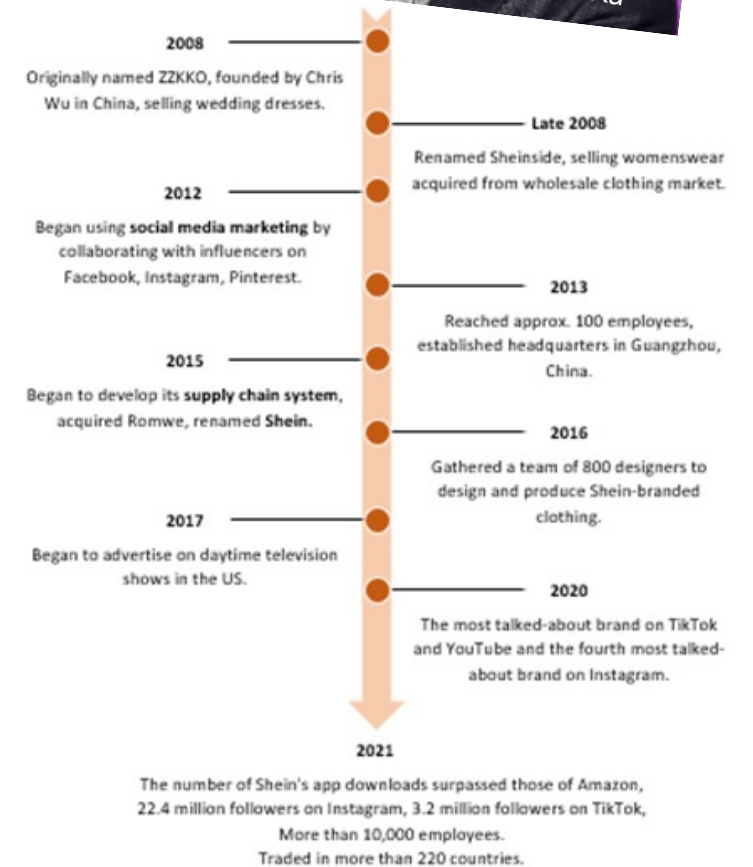
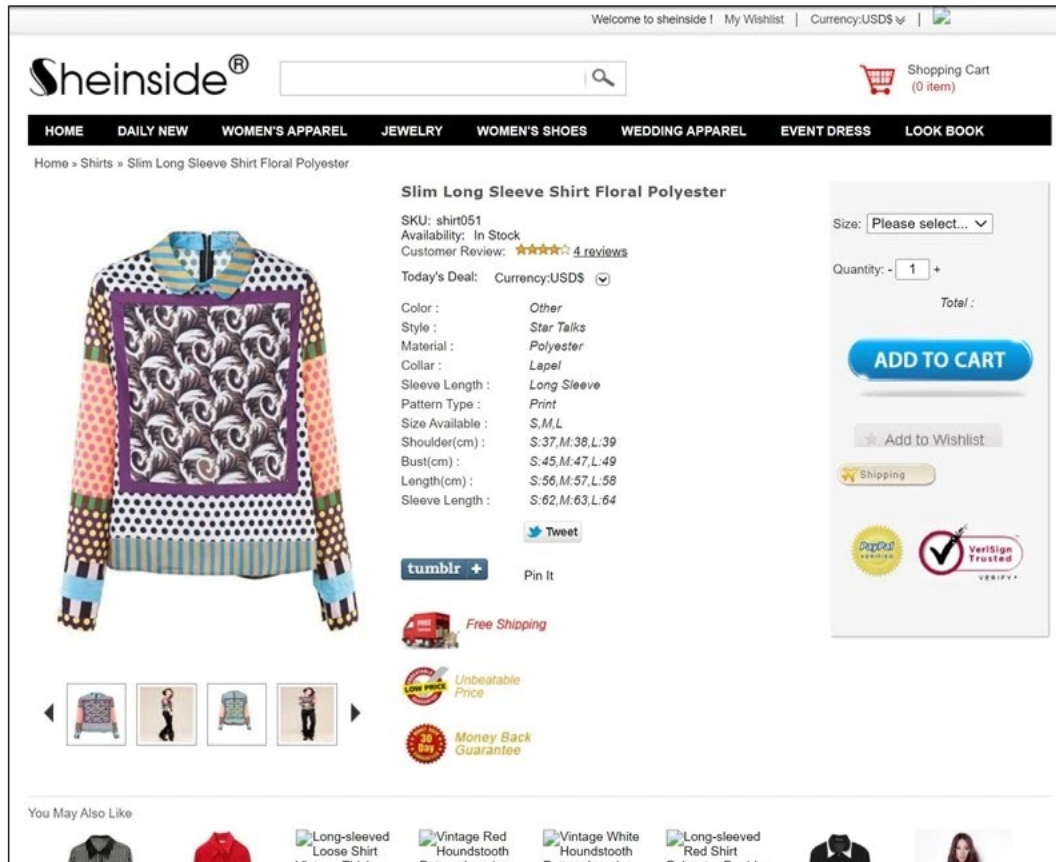
Shein in SHEIN reaches new heights
downloads, worldwide

Shein Ranking by Downloads App Store & Google Play

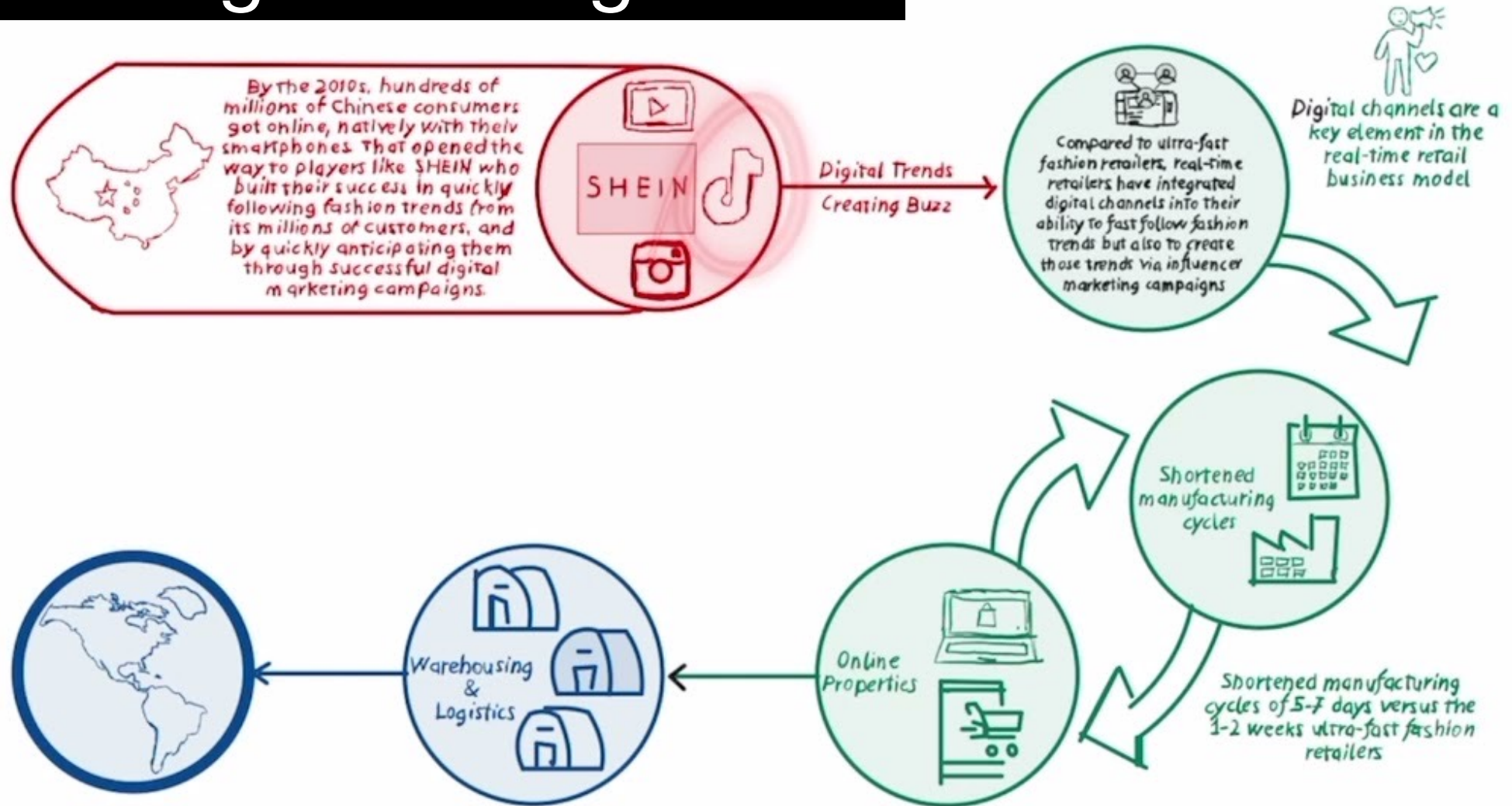
Year	Global Overall	U.S. Overall	Global Shopping	U.S. Shopping
2017	507	565	26	39
2018	134	288	10	20
2019	139	182	10	14
2020	71	56	4	6
1Q21	45	37	2	3



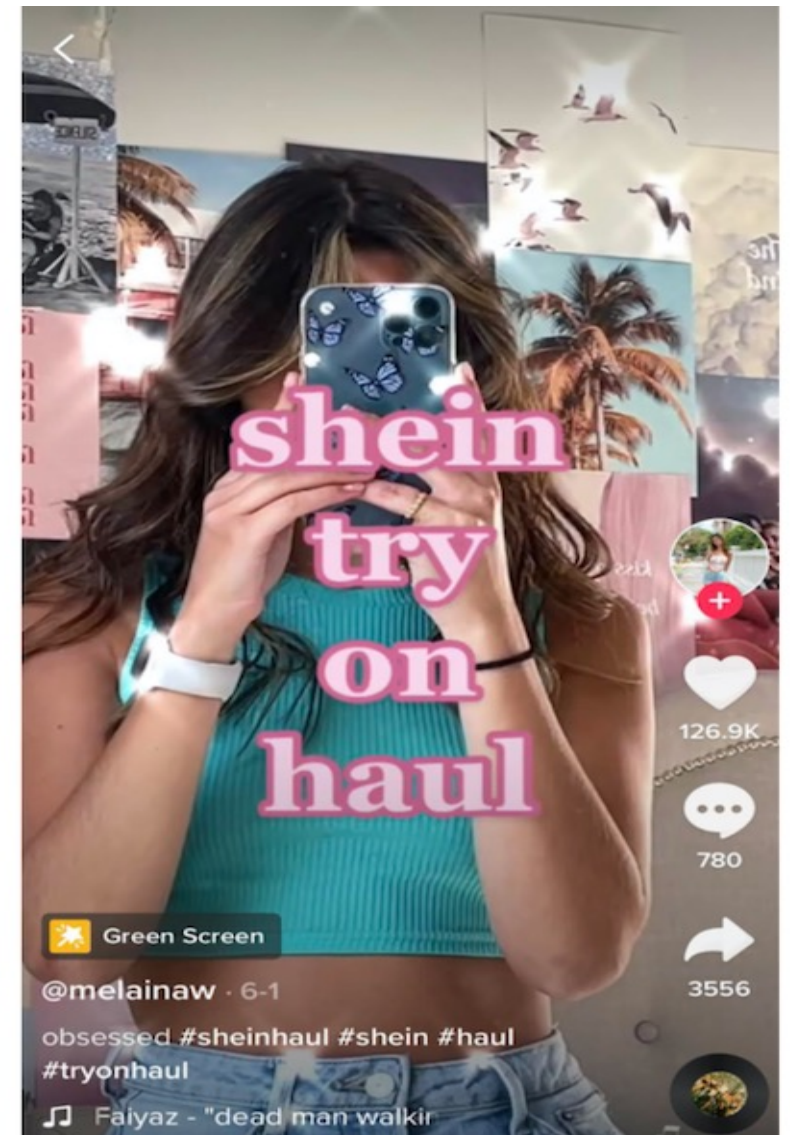
Shein's exponential growth



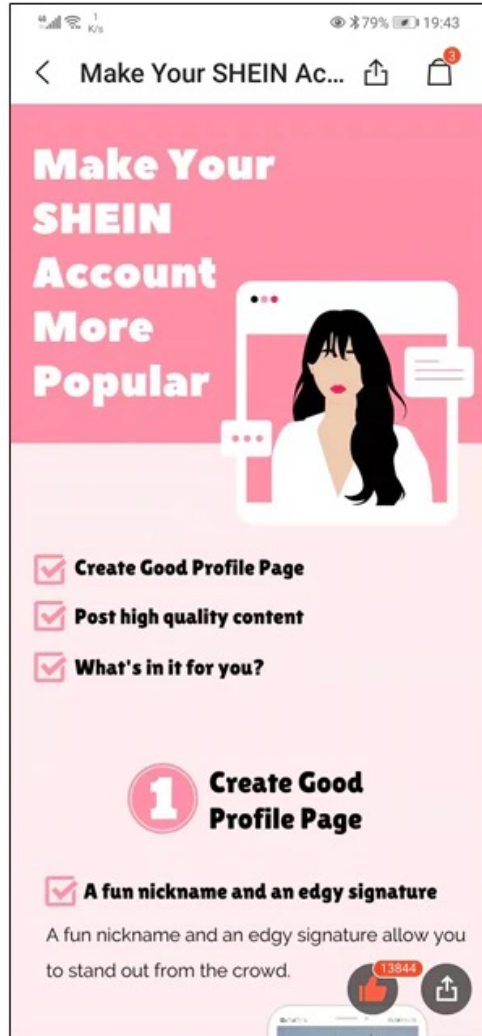
Shein's growth engine



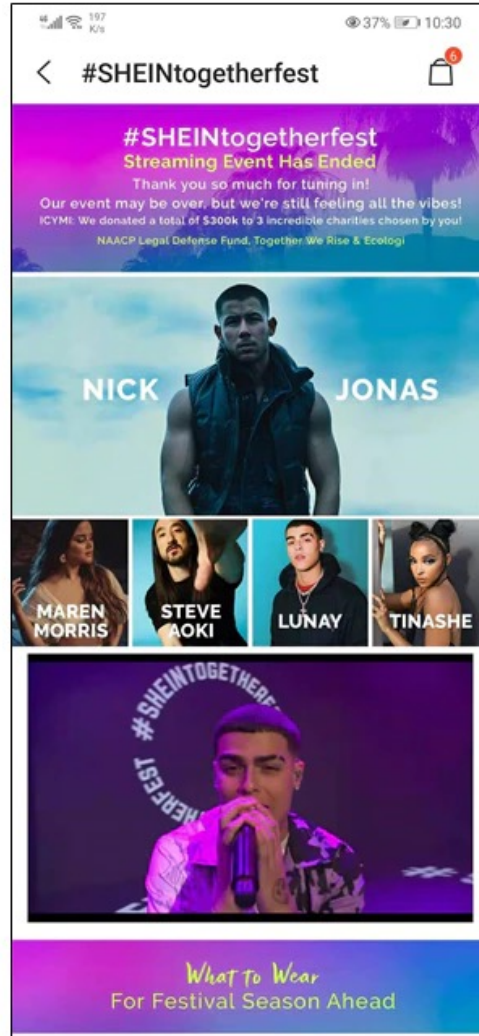
Shein's social engagement



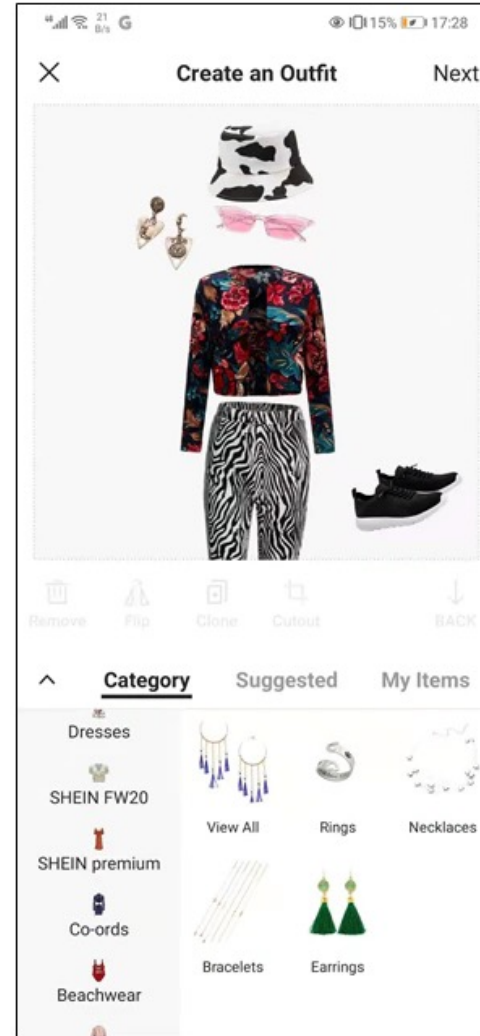
Shein's social engagement



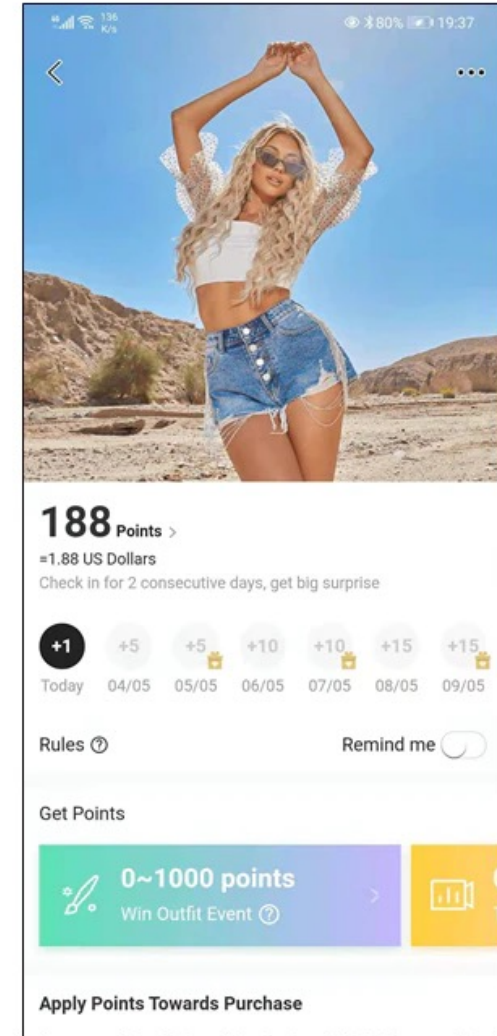
UGC Platform



Streaming Retailtainment



Design Competitions



Daily Login / Points System

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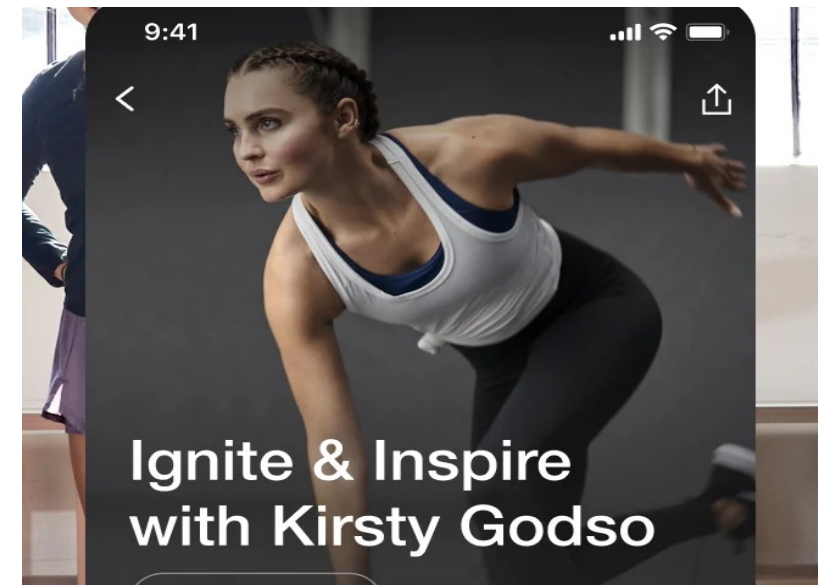
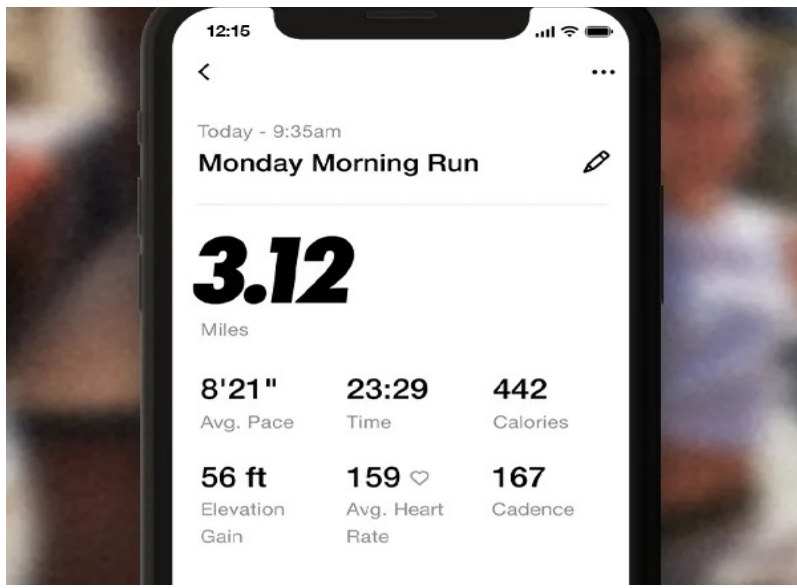
Nike Campus, Beaverton, Oregon USA



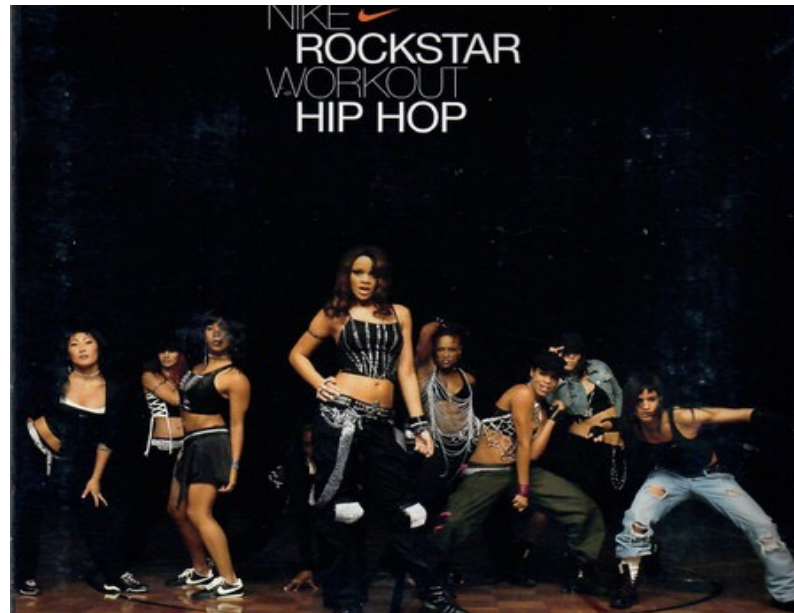


Nike is about sports not sportswear





Nike is about customers not products



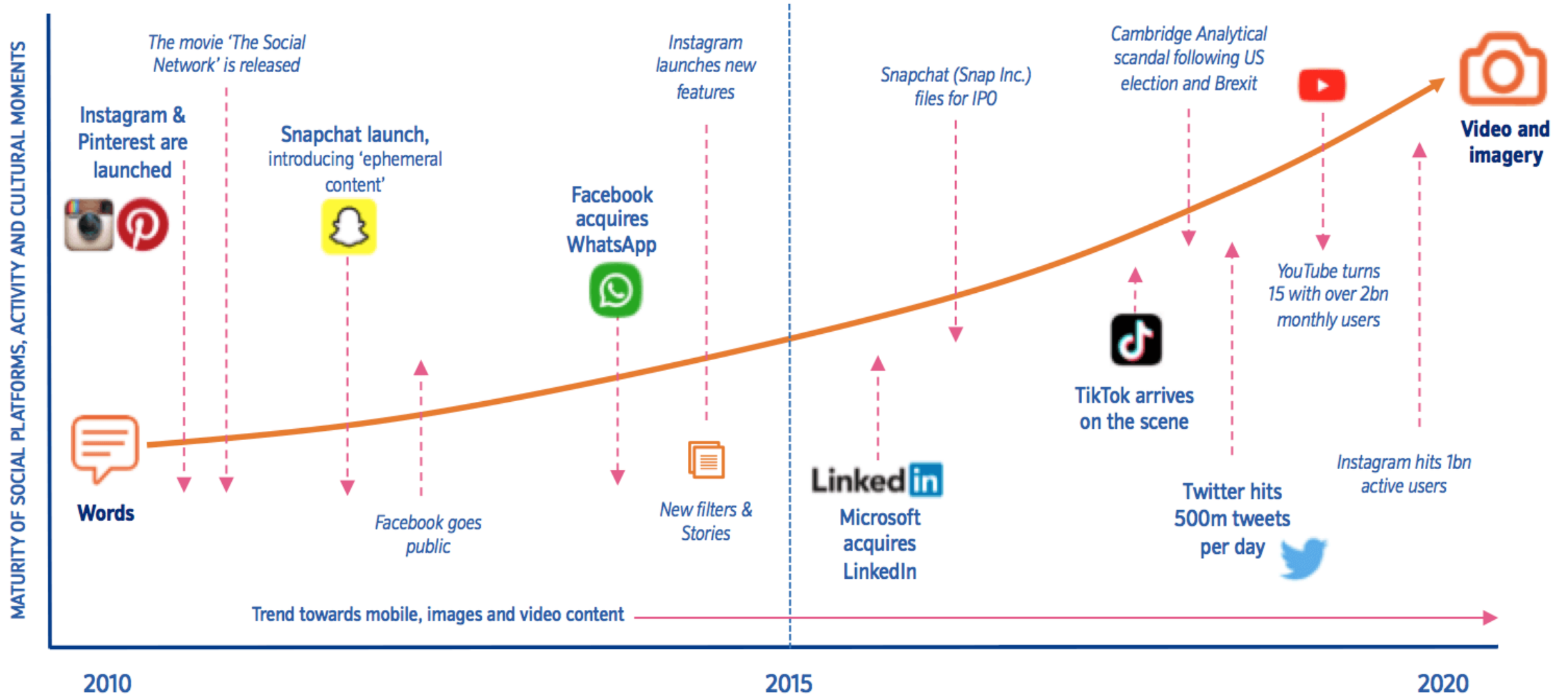


Brands are about me, not about you





Growth of “socialised” markets



Changing trust, influence and loyalty



欧莱雅旗舰店 13598 观看 | 上海市 关注 淘宝直播 ID:56595

平价直入 > 1名 帮TA冲榜

L'ORÉAL PARIS 2000万 319 万关注

双11当天 法国护肤 10元 入会领取

8号冲榜送豪礼

直播间抽奖

50 大额券 (2000元)

复购5件套
复购面膜22m*2
复购眼霜15m*2
复购面霜5ml

镇店之宝
1号单品
原价50+送67.5m

TOP1 000
TOP2&3 高华清世奇诺
TOP4&10 欧校CP组合 (赠品+赠品)

z***3 正在去买
丝也是推荐第一套吗?

铁粉1 smile曼66.33岁适合哪款护肤品?

铁粉1 李二硕1993 紫梨斗现在还有赠品吗 付定金的

新粉2 存在的高傲 10号付订金会有赠品吗

新粉1 泥玩高 16.5万

14.11万

跟主播聊点什么?

我! 欧莱雅旗舰店 13598 观看 | 上海市 关注 淘宝直播 ID:56595

平价直入 > 1名 帮TA冲榜

L'ORÉAL PARIS 2000万 42 万关注

双11当天 法国护肤 10元 入会领取

8号冲榜送豪礼

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镇店之宝
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TOP1 000
TOP2&3 高华清世奇诺
TOP4&10 欧校CP组合 (赠品+赠品)

曾红烟52 来了

十三秒9 欧莱雅大卖

铁粉2 ks妄想 欧莱雅大卖

新粉1 妖再夕 3和19区别

新粉3 洪语童洪铭睿 手都抽筋了,居然没有

新粉2 @-Miss王 好难

新粉1 小萝莉 欧莱雅大卖

26.30万

跟主播聊点什么?

欧莱雅旗舰店 53455 观看 | 上海市 关注 淘宝直播 ID:56595

平价直入 > 1名 帮TA冲榜

L'ORÉAL PARIS 巴黎欧莱雅 2000万 4 万关注

双11当天 法国护肤 10元 入会领取

8号冲榜送豪礼

直播间抽奖

50 大额券 (2000元)

复购5件套
复购面膜22m*2
复购眼霜15m*2
复购面霜5ml

镇店之宝
1号单品
原价50+送67.5m

TOP1 000
TOP2&3 高华清世奇诺
TOP4&10 欧校CP组合 (赠品+赠品)

新粉1 我们的爱在... 来了

新粉2 卡奇诺叶子 欧莱雅大卖

Zz小橘 欧莱雅大卖

新粉1 153淘气 欧莱雅大卖

新粉1 找话题 欧莱雅大卖

铁粉1 妮子客栈 欧莱雅大卖

新粉1 wangning19940926

48.81万

跟主播聊点什么?

Exponential growth of social shopping





757-49 >



WineText:

A remarkable sparkling wine that blows away 90% of the Champagnes that are \$40 that all of you are buying already ... plus this scored 93 points from the Wine Advocate! 93 Points! For this wine to come to you at \$17 and change is as shocking as it is exciting. As we head into the Spring and Summer season, the need for sparkling



Text Message



757-49 >

blows away 90% of the Champagnes that are \$40 that all of you are buying already ... plus this scored 93 points from the Wine Advocate! 93 Points! For this wine to come to you at \$17 and change is as shocking as it is exciting. As we head into the Spring and Summer season, the need for sparkling wines increases and, because we know a lot of weddings and other huge celebrations are ahead, we aren't putting a limit on how many cases you can get of this delicious wine!

2008 Vertice Gouveio Douro Brut

WT: \$17.76

Video:

<https://is.gd/S9uv4U>

Free ship on 12 btls or \$6

Reply w/ # of btls

Text STOP to opt-out

Today 7:28 PM



Text Message



757-49 >

look forward to sending you the best wine offers in the world!

WineText sends 1 msg/day (2 on rare occasions). Msg & data rates may apply. Text HELP for help

Text STOP to opt-out

Today 7:30 PM

WineText:

You're all set for 1 of Vertice Gouveio Douro Brut 2008 for shipping (SIGNATURE REQUIRED), confirmed via WineText. Cheers!

Text STOP to opt-out



Text Message



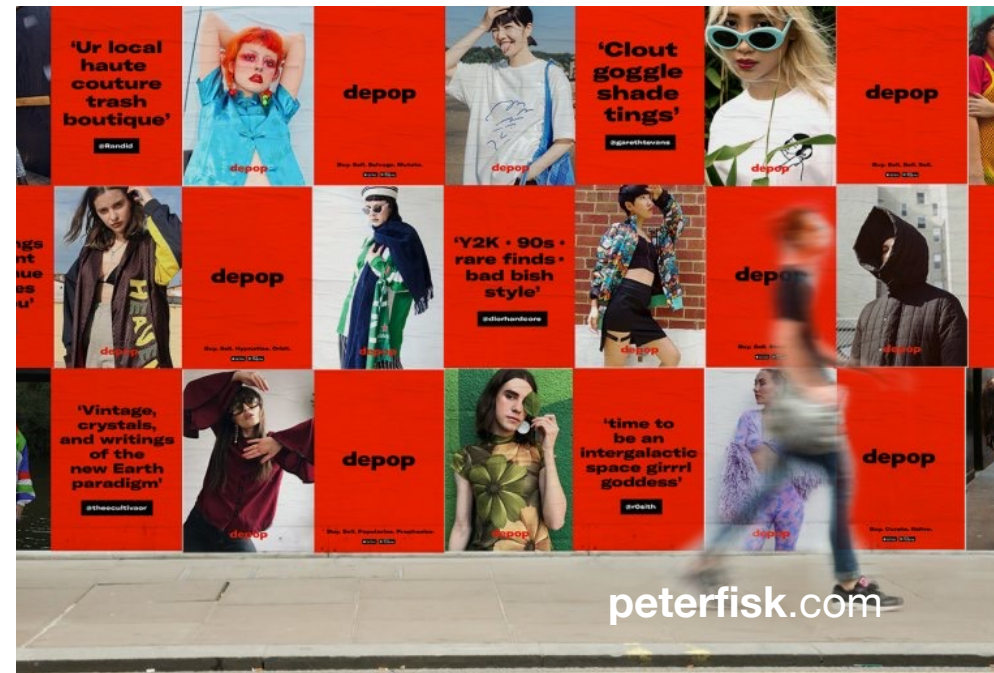
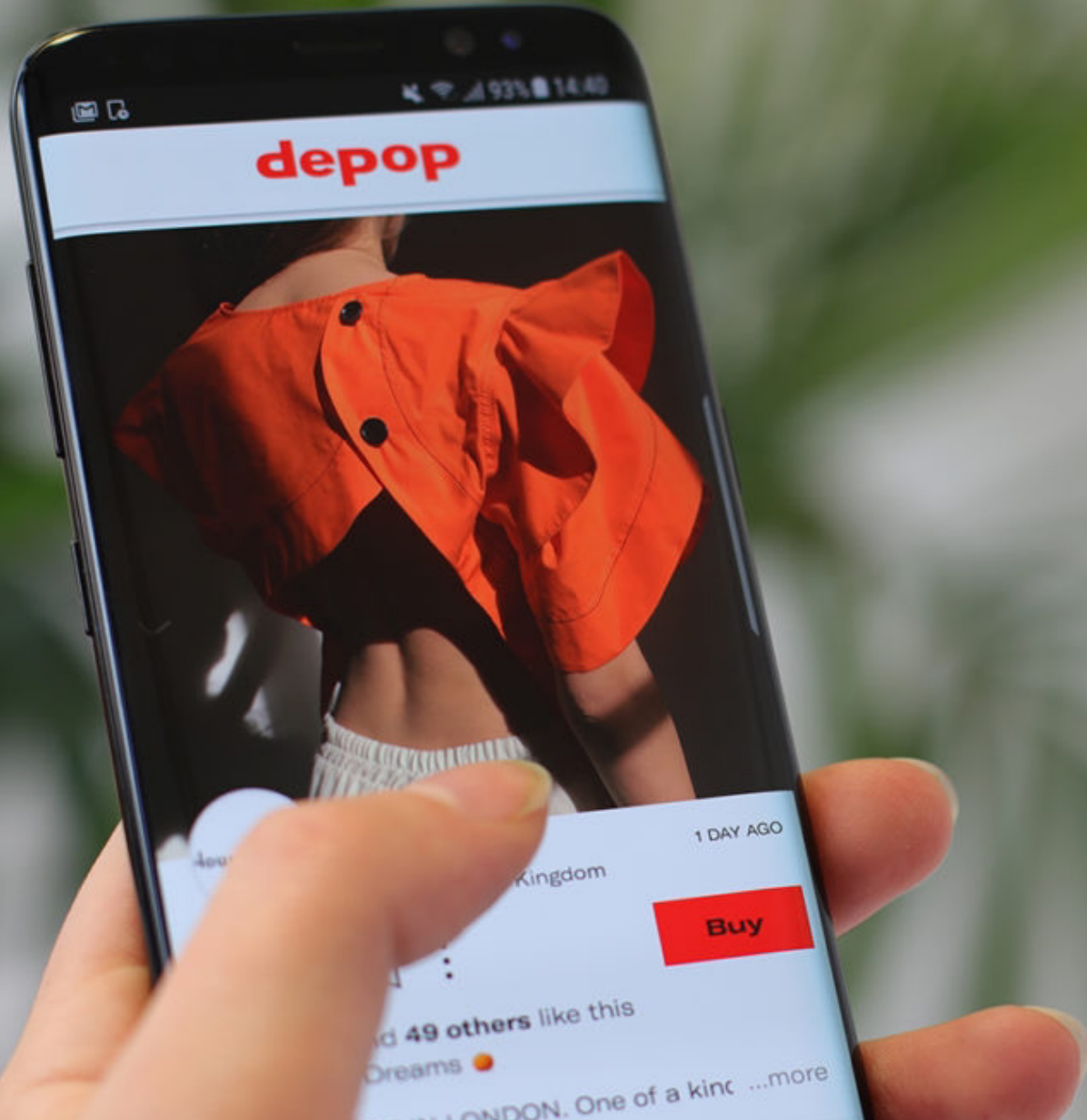
123

space

return







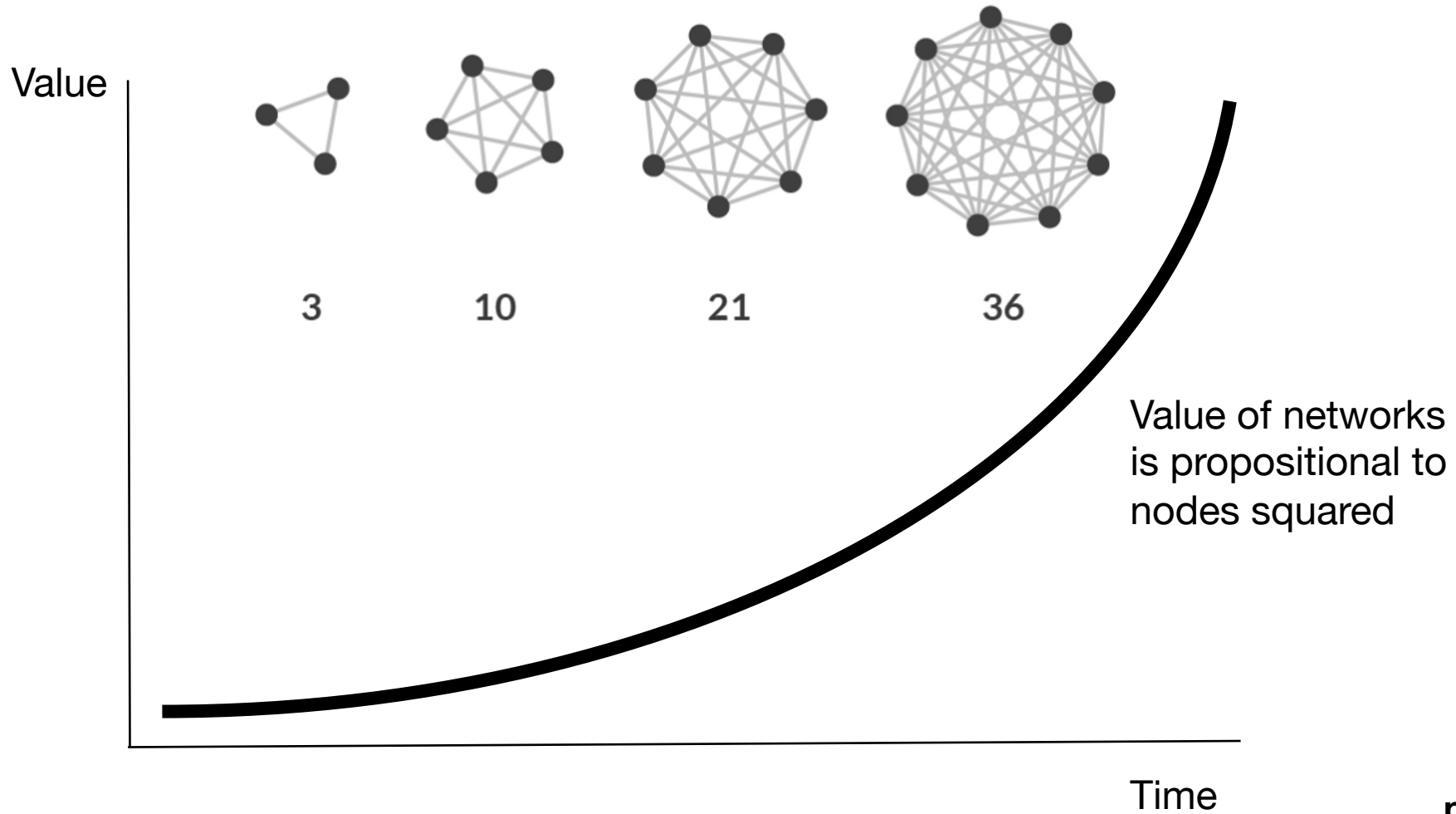
Any business could be a C2C Brand



© Peter Fisk 2021



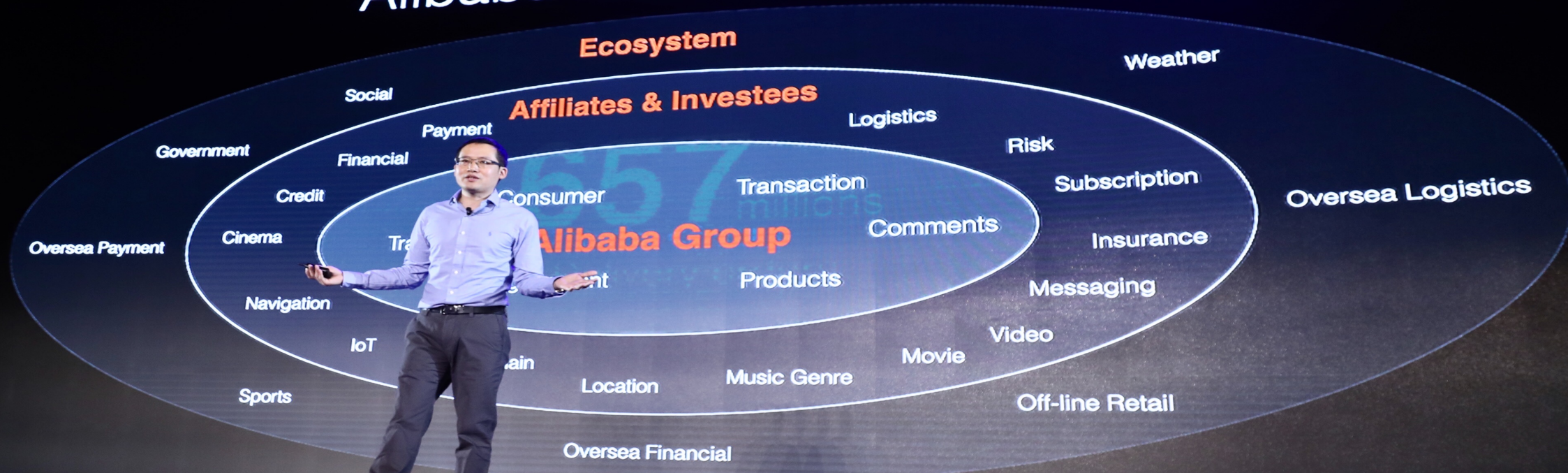
Metcalfe's Law ... power of networks





Alibaba ... B2B+B2C+C2C

Alibaba is Built on Data



FASHION

WOMENSWEAR

11- HONORÉ	A DAY	AMOUR VERT	AGENT	A Y R	DOV J. DRAPE
BRASS	choosy	Dix & Co	DOËN	Draper James	ELOQUII
FAKE PATRIOTS	GENUINE PEOPLE	GOOD AMERICAN	gwynnie bee	LA LIGNE	LYNNE FRANKA
Lulus	MILLA PLETZ	ModCloth	MODERN CITIZEN	OF / MERCER	Réalisation
Reformation	TOBI	TUXE	UNIVERSAL STANDARD		

MENSWEAR

ASH & ERIE	BARBELL	BONOBOS	BUCK MASON	chubbies	FIERRI
#Huckberry	HUGH & CRYE	J. HILBURN	WIZZEN-MAIN	OLIVERS	PAPER
Rowing Blazers	UNTUCKIT				

UNISEX

THE ARRIVALS	ATEYO	BODA SKINS	DSTLD	EVERLANE
FIGS	Frank + Oak	ITALIC	JAANUU	Marine Layer
MINISTRY OF DENIAL	NAADAM	NAKEDASHWIRE	OROS	paskho
prinkshop				

ACTIVEWEAR

ALMA	alo yoga	CARBON3	CORY YINES	fcotopaxi
Girlfriend Collective	ISAORA	KAKUIU	MYLES	Outdoor Voices
ROKA	WOLACO	WEARABLE X		

CUSTOM SUITING

BLACK LABEL	THE TAILOR	COMBATANT GENTLEMEN
INDOCHINO	KNITSTANDARD	PROPER CLOTHS
TRUMAKER		

BRIDAL

ANOMALIE	Brideside	FLORA VERE
BIRDY GREY		

SOCKS

BOMBAS	CONVERSE	STANCE
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UNDERWEAR & BRAS

ADORE ME	HARPER WILDE	HACK WELDON
LIVELY	McIntosh	Sheerly Genius
THINX	THROLOVE	TRUE

ACCESSORIES

FOOTWEAR

allbirds	atoms	SECRETSSIMONH
BIRDIES	BRIDGES	elove
GRAND VOYAGE	GREATS	hari mari
JACK ERWIN	Kato Collective	LABUCQ
M. GEMI	mahabis	pbe
Pat + Jean	ROTHY'S	SARAH FLINT
SEAVES	TAFT	THURSDAY
THIRD OAK		

BAGS

BABOON	BEMBIEN	caraa
CUYANA	DYKOR	FUTURE GLORY
GO DASH DOT	HÆRFEST	HOOKS ALBERT
L&S	MANUEL GARCIA	PARKER CLAY
POISON	SENREVE	STATE
STUART & LAU	VERY TROUBLED CHILD	VIN HELDENBERG

EYEWEAR

ELABER	D I F F	Felix Gray
KREWE	JOOP	WESTWARD LEARNING
HARRY PARKER	ZENNY	

JEWELRY

AU RATE	BAUBLEBAR	THE LAST LOVE
MEJURI	THE BEES ALL	olive + piper
QALO		

LUGGAGE

ARIO SKYE	AWAY	floatti
ROAM	STEAMLINE	

ACCESSORIES

BELTOLOGY	SHINOLA DETROIT	THE 5TH
TIE BAR		

BEAUTY

SKINCARE

Act+Acne	BEAUTY BY DESIGN	BEAUTYCOUNTER
CONTEXT	CURIOLOGY	Geologic
EVEREPPHIME	HERBIVORE	*Kat Burki
Glossier	LOLL	MAELOVE
KOPABI	Mowellens	Nécessaire
Meant	Onomic	oSEA
PEET RIVKO	SUMMER FRIDAYS	Supergoop!
FREE BROWNS	TULA	URSR MAJOR

HAIRCARE

FORM	HAIRSTORY
Ouai	prose
VERB	VIRTUE

FRAGRANCE

A. N. OTHER	Hawthorne	NEST
PHILUR	PINROSE	SKYLAR

COLOR

alleyoop	COLOURPOP	GLAMSQUAD
JULEP	KARITY	Kosás
KYLIE	MAKEUP GEEK	mented
Milk	SHESPOKE	trèsStique
WANDER		

OTHER

inkbox	INKED	sundays
TATTLY	ZITSTICKA	

WELLNESS

PERSONAL HEALTH

Bite	BOIE	CANDID
ecocoFLOSS	CORPUS*	GOBY
hello	HUBBLE	maude
MYRO	NATIVE	PUBLIC GOODS
quip	Sunday Goods	touchland
TUSHY	twice	WILDIST
yesTo		

WOMEN'S HEALTH & GROOMING

billie	CORA	damiva
Flamingo	Honey Pot	LOLA
Megababe	saalt	SPHYNX

MEN'S HEALTH & GROOMING

ADIRAL	AOS	Beardbrand
BEVEL	HARRY'S	NUTRAFOL

SUPPLEMENTS

care/of	hers	hims
HUM	Keeps	WATERBURY
not pot	THE RUE CO	NUTRAFOL
Ritual	VITAL PROTEINS	WelleCo

TECH TOOLS

CORE	fitbit	MIRROR
muse	PELOTON	ARENOUN

ACCESSORIES

bkr	LARQ	Swell
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HOME

FURNITURE

ARTICLE INTERIOR DEFINE	BURROW HAIDEN HOME	FEATHER PIECES	FLOYD THE INSIDE
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BEDDING & BATH

brooklinen	Buffy	CRANE & CANDY
GRAVITY	HAVLY	PARACHUTE
Rumpal	SAMODIIB	weezy

MATTRESSES

Casper	nectar	purple	HELIX
rootva	TUFT & NEEDLE		

HOME DECOR

Burn & Willow	CLARE	KAUFMANN
FRAMEBRIDGE	LEIF SHOP	revival
SRENA-LIY	SNOWE	

KITCHENWARE

Caraway	EAST FORK	equal parts	Great Jones
made-in	nomiku	W&P DESIGN	YEAR & DAY

ACCESSORIES

U moms	bandō	BLUELAND	Poked Party
poppin'	POKETO	The Sill	SKURA

CANDLES

BOY SMELLS	homesick	OTHERLAND
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LIFESTYLE

Book of the Month	the Bouqs	COLUGO	goop
kinfield	LQLO	urbanstems	

PET GOODS

BarkBox	Cody and Bella	Dandy	the HUBBETTS
max the bone	ollie	öbe	

Pinduoduo ... social, gamified shopping

拼多多

新电商创造者

Pin
拼

TOGETHER

Duo
多

MORE savings

Duo
多

MORE fun

Pinduoduo

Menswear Popular Groceries Mobile Electronics Shoes & Bags Food

Banner ad for various promotions (personalized)

Gateway to promotion and shopping destinations

Platform promotions

Aggregated sales volume

Existing team

Home page Recommendation Search Customer Service Personal Dashboard

热门 男装 手机 电器 食品 百货 运动 家纺

“Double holiday” promotion

Ranking

Return shipping cost included

Store that friends shopped in

Available for immediate shipping

Additional discount by merchants

Special promotion on certain stores

热门 男装 手机 电器 食品 百货 运动 家纺

新9D全玻璃 苹果6/7钢化膜6s全屏8手机膜iPhoneX抗蓝光plus防摔全

¥49.9 已拼2842件

¥6.64 已拼2.8万件

特步 全场7折

拼单卡专享

¥48.3 已拼69件

¥167.3 已拼239件

¥167.3 已拼239件

小美人芭乐乐园 小美人音乐发光陀螺玩具 儿童魔幻陀螺卡通七彩陀螺

¥29.9 已拼110238件 2.1万件

¥7.7 已拼10万+件



3

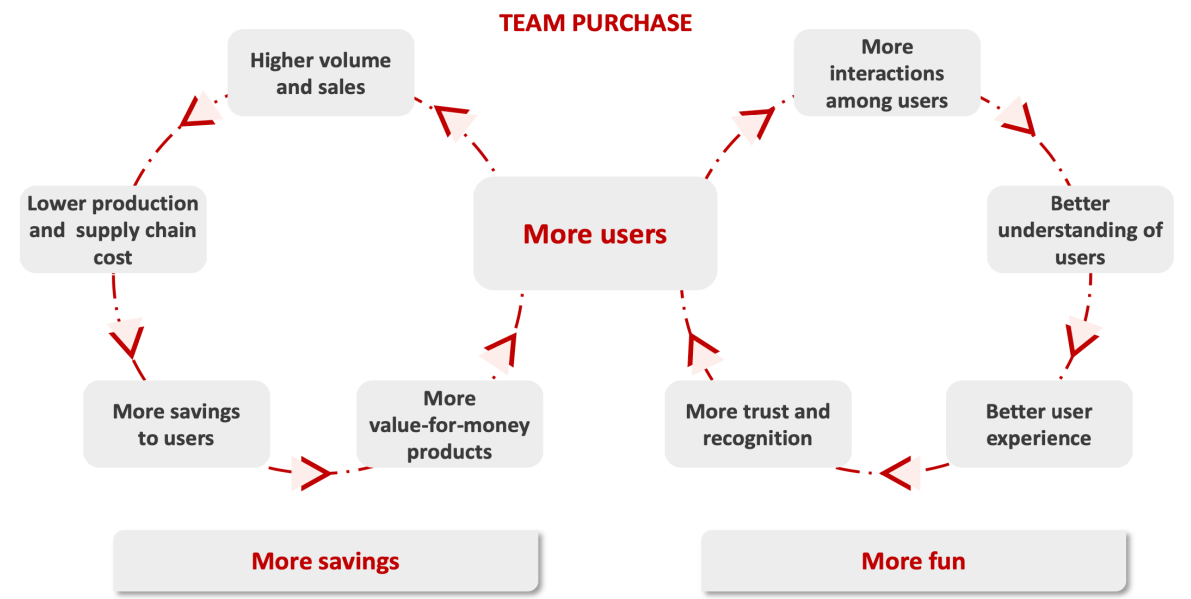
Play Duo Duo Orchard for free fruit rewards

Receive products for free by successfully forming teams with friends

Improve engagement from Duo Duo Farm and Duo Duo Crush

Collect cards to receive extra benefits

品牌卡 签到卡 免拼卡 服饰卡



“Metaverse” as a C2C uptopia



“Metaverse” as a C2C utopia

June 23, 2003

Second Life is released

December 11, 2008

Playstation Home is released on Playstation 3

August 31, 2013

Riot sells out League of Legends finals at Staples Center

September 15, 2014

Microsoft acquires Minecraft for \$2.5 billion

February 20, 2020

Decentraland is released

October 28, 2021

Facebook changes company name to Meta

January 18, 2022

Microsoft announces plans to acquire Activision Blizzard for \$68.7 billion

May 4, 2007

Runescape reaches 1 million members

October 7, 2010

World of Warcraft reaches 12 million subscribers

August 25, 2014

Amazon acquires Twitch for \$970 million

December 27, 2018

Fortnite nets Epic Games \$3 billion in profit for the year

March 11, 2021

Roblox (RBLX) tops \$39 billion in market cap in its IPO

December 4, 2021

Virtual land adjacent to Snoop Dogg's Sandbox estate sells for \$450,000 in ETH



ROBLOX



The domains of GoBlocks and Dynablocks were purchased in early December

One of the first games was known as "John's Puzzle Game"

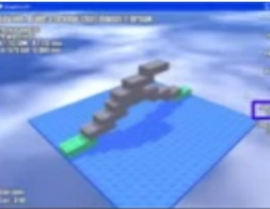
The games were in free cam, only able to move around models

Beta

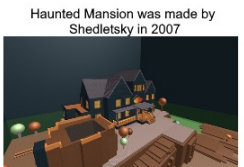
The domain 'Roblox' was bought on January 30th with the company registered as 'Roblox Corp' on March 23rd



John's Puzzle Game



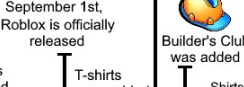
Bridge #2 Minigame



Roblox in December 2006



September 1st, Roblox is officially released



Added hats

Builder's Club was added

Shirts and pants are added

Tix are added

First Giftpllosion

Robux are added

Multiplayer is added

Avatars are added & logo change

They had minigames where you can earn points from

Roblox points was the currency you earned in the minigames

Robux and TIX are the currencies that succeeded Roblox Points

Eggstravaganza 2008



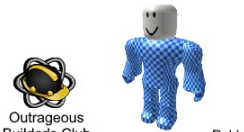
Roblox players riding a car while holding guns in 2009



A Guest



2.0 Robloxian, the first package



Guests are added

Added Faces

Outrageous Builder's Club is added

Added groups

Packages/Bundles were added

BC Only Places were added

Roblox Rally 2011 The first Roblox convention

Personal servers are added

Erik.Cassel passes away

Egg hunt 2013

DevEx is released

2nd Bloxy Awards

Egg Hunt 2014

Roblox is available on Android

Smooth terrain is added

TIX are removed

Roblox reach 100 million players

On January 10th, the logo changed

Guests were removed

Rthro is announced

Pewdiepie Ban

Live-Ops replaces Events

Premium replaces Builder's Club

Egg Hunt 2020

UGC Catalog is live

A user playing on a personal server



Roblox egg hunt 2012



The first egg hunt

The April Fools Incident

The c: face, an iconic item that was uploaded during the 2012 incident

Roblox is available on iOS

1st Bloxy Awards are introduced

Bacon hairs are added

Player Points were added

Eric.Cassel's Avatar, a co-founder of Roblox

Bacon hairs become the new default avatar

Roblox is available on Xbox One

Default clothing is added

Rthro is released

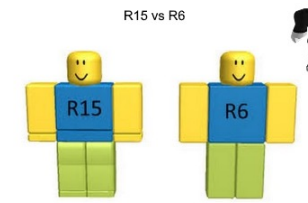
Roblox reach 1 billion users

Live-Ops ends Events return

Premium Payout is added

Nimbz passes away

Lil Nas X Concert



Guests before they were removed



Rthro prototype



Slight improvement of the logo on the 2nd of November 2015



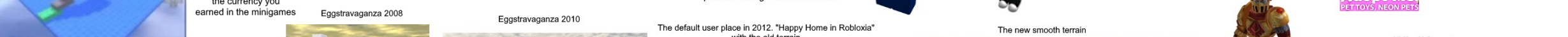
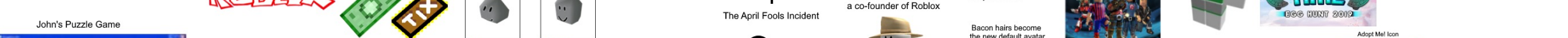
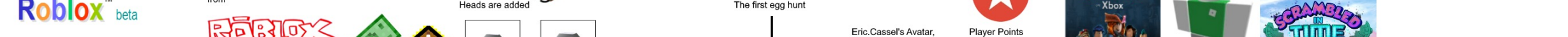
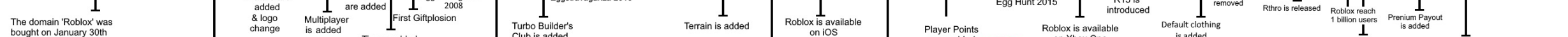
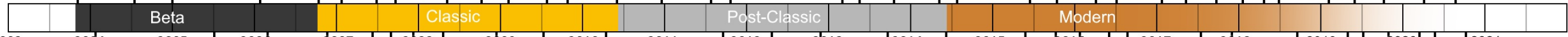
In 2016, Roblox blew up on Youtube with several creators such as DanTDM, EGTV and the Pals



MeepCity is the first game to hit one billion visits



Premium Logo





Fortnite ... world's top music venue

FORTNITE



FRICTION-FREE MARKETING



What it means to be
“friction-free”

Every brand can be
a **C2C brand**

Building brands about
me and we

How to build a brand community?



Collective passion ... a shared interest, a potential tribe



Collaborative benefit ... achieve more together, emotionally



Community structure ... curated content, activity, membership

Glossier's beauty community



INTO THE GLOSS

Interviews Makeup Skincare Hair

INTO THE GLOSS

THE TOP SHELF



BROWSE - TOPICS - PRODUCTS SEARCH

Like 28k



HOME // THE TOP SHELF // JENNA LYONS

Jenna Lyons



DON'T MISS | MOST POPULAR

AS TOLD TO ITG
Facialist Jordana Mattioli's Oily Skin Tips

THE EXTRAS
Inside The Makeup Bags Of Glossier HQ: Round Two

GUIDE
The Beginner's Guide To A Skincare Routine

GUIDE
Everything You Need To Know About Exfoliating With Acid

THE EXTRAS
Everything You Need To Know About Exfoliating With Acid

THE EXTRAS
Tuck Your Hair Back, Show Off Your Great Earrings

THE EXTRAS
My Routine: Summer 2017

HOME // THE TOP SHELF

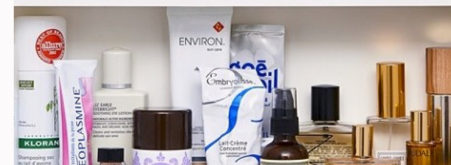


THE TOP SHELF

Jenna Lyons, Founder, Lovescen

The former J. Crew Creative Director on her new beauty venture and the \$9 highlighter that looks good on everyone [READ MORE](#)

INTO THE GLOSS



#ITGTopShelfie: *Melissa Medvedich, Creative Director, Harris Publications*



126

SHARE

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REPLIES

'There's sexiness in not trying to be sexy. Sexy for J. Crew is something more natural, not when everything is firing on all cylinders. There has to be something that's a bit undone. You can't have perfect hair, and

Glossier, beauty together



Glossier, beauty together



Instagram Post:
Caption: Perfecting Skin Tint sheer skin enhancer
User: @glossier

Twitter Post:
Caption: s is my Milky Jelly Jelly Cleanser
User: @glossier

Twitter Post:
Caption: Perfecting Skin Tint is G3
User: @glossier

Twitter Post:
Caption: these spot the difference games are getting harder and harder
User: @clarissaugh

Twitter Post:
Caption: er has an eyeliner now which means I can now do my full face
User: @jcarino3

Business benefits of communities



C

Deeper engagement ... desire to join, easier to find and recruit
Brand communities have 35% improved awareness



C

Profitable relationship ... sell more, more often, costs less
Brand communities have 25% lower operating costs



C

Referred loyalty ... retained customers, promote to others
Brand communities have 45% higher retention

Rapha's beauty community



Rapha Cycle Clubs





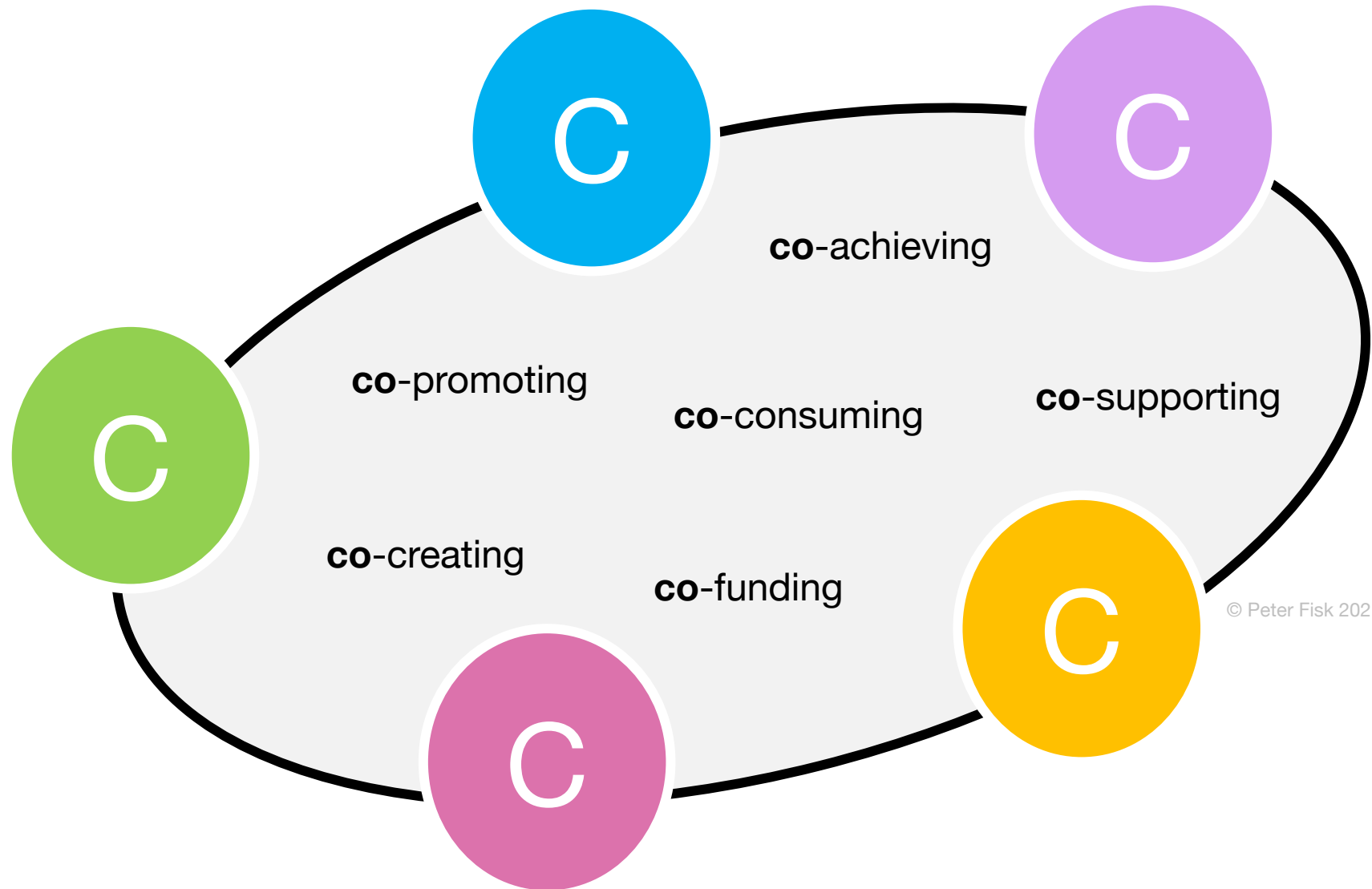
CCTYO

- Coffee**
 - Filter (Hot/Cold) 320Yen
 - Filter (Specialty) 350Yen
 - Espresso Single 220Yen/Double 380Yen
 - Cappuccino 380Yen
 - Latte 420Yen
 - Cold Latte 480Yen
 - Cold Mocha 520Yen
- Tea**
 - Tea (Hot/Cold) 300Yen
 - Oolong Tea 300Yen
- Smoothies**
 - Mango Alk 320Yen
 - Mango Sour 320Yen (Red/Black) 320Yen
- Other**
 - Bread 500Yen
 - Roll 600Yen
 - Roll 280Yen
 - Roll 380Yen
 - Roll 480Yen
 - Roll 580Yen
 - Roll 680Yen
 - Roll 780Yen
 - Roll 880Yen
 - Roll 980Yen
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 - Roll 10080Yen





Building brand communities



Harley Owners Group

How could become a C2C brand?

... enabling people to achieve more together?



Peter Fisk

Peter Fisk is a global thought leader - author, futurist, speaker - whose career was forged in a superconductivity lab, accelerated by managing supersonic brands, shaped by working with some of the world's best companies in Europe, North America and Asia, evolved by leading a digital start-up, and formalised as CEO of the world's largest marketing network.

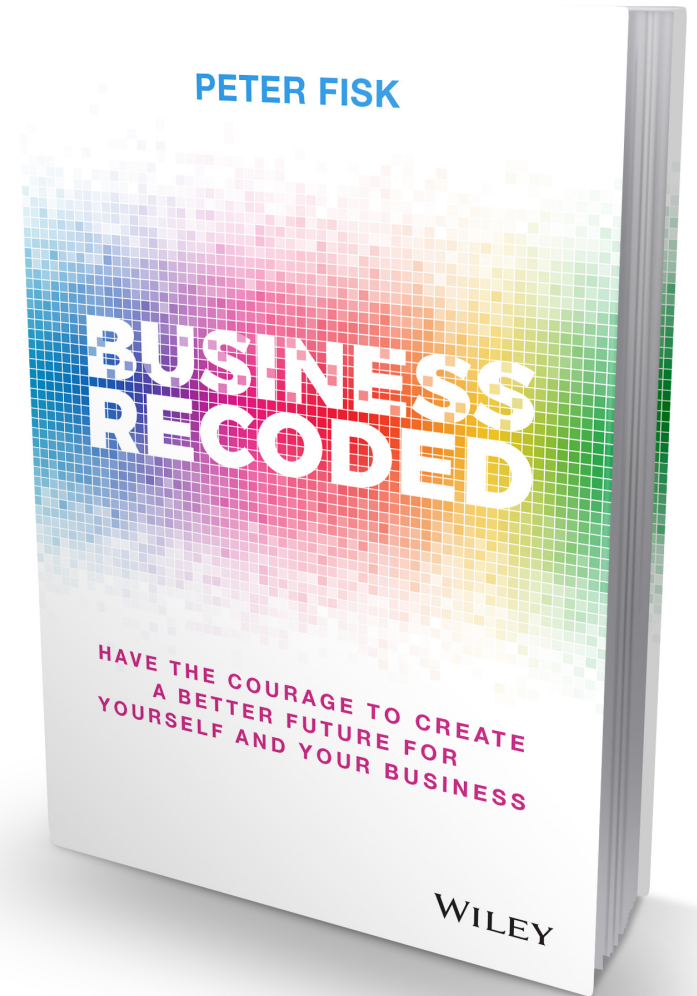
He works with business leaders to reimagine their markets and strategies for a better future. He brings together the best in strategy and innovation, brand and customer thinking to drive smarter, sustainable growth.

Peter leads GeniusWorks, an innovative business accelerator, based in London, and is professor of leadership, strategy and innovation at IE Business School in Madrid, where he is responsible for executive programs. He also works independently and with other business schools. He was Thinkers50 Global Director, founded and hosts the annual European Business Forum, and publishes the monthly "Fast Leader" magazine.

He has over 30 years of practical business experience, working with over 300 companies and 55 countries ... from Adidas' growth into new markets to Asahi's consumer-centric innovation, Cartier's redefined luxury and Coca Cola's growth strategy, McKinsey's leadership development to Microsoft's new approach to strategic innovation, P&G's direct to consumer strategy and Pfizer's future scanning, Santander's customer centricity and Sampo's digitally-minded leaders, Takeda's patient-centric healthcare and Tata's growth as a global business.

Peter's first book "Marketing Genius" fused the brains of Einstein and Picasso to ask how would they do business today, and was translated into 35 languages. His next 8 books explore the renaissance creativity of Leonardo da Vinci, in "Creative Genius", how to innovate with purpose for positive impact, in "People Planet Profit", and learning from the world's most innovative companies, in "Gamechangers".

His new book "Business Recoded" challenges leaders to have the courage to create a better future, harnessing the opportunities of a post-pandemic world, through 7 shifts built on deep dives with 49 of the world's most inspiring business leaders today. It is shortlisted for CMI Business Book of the Year, and was reviewed by the Financial Times with "Wow. The book you have to read now".



Find out more at
www.peterfisk.com

