



VM 2011  
global  
Leadership  
summit





# Marc Ferrara

CEO, Information Services, JMI

# The New PennySaver? The Next GROUPON??





## Watch Out for The Expert Naysayers!

- “An Utter disappointment and abysmal failure” -- *Orange County Design Blog*
- “Consumers seem genuinely baffled by why they might need it” -- *BusinessWeek*
- “Insanely great it is not” -- *MarketWatch*
- “My god, am I underwhelmed” -- *Gizmodo*



# Can You Make Your Customer Fall In Love?





# Crossroads of Social Media & Social Purpose Marketing



# Isn't Technology Great!

David Carey: Bullish On Magazines, Prospects for E-Subs and E-Commerce - Consumer @ FolioMag.co - Windows Internet Explorer

http://www.foliomag.com/2011/david-carey-watch-content-companies-moving-commerce#

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David Carey: Bullish On Magazines, Prospect...

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**David Carey: Bullish On Magazines, Prospects for E-Subs and E-Commerce**  
Hearst Mag pres. offers take on magazines, tablets, subscription models.

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pages for Hearst grew 10 percent in 2010 and that the company is "bullish on the magazine medium...bullish in the U.S. but more bullish outside the U.S., especially in China and Russia."

On the app side, Carey noted that the industry is still working out the bugs ("You

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Internet 100%

# OMG!!! Stop The Madness!!

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## David Carey: Bullish On Magazines, Prospects for E-Subs and E-Commerce

Hearst Mag pres. offers take on magazines, tablets, subscription models.

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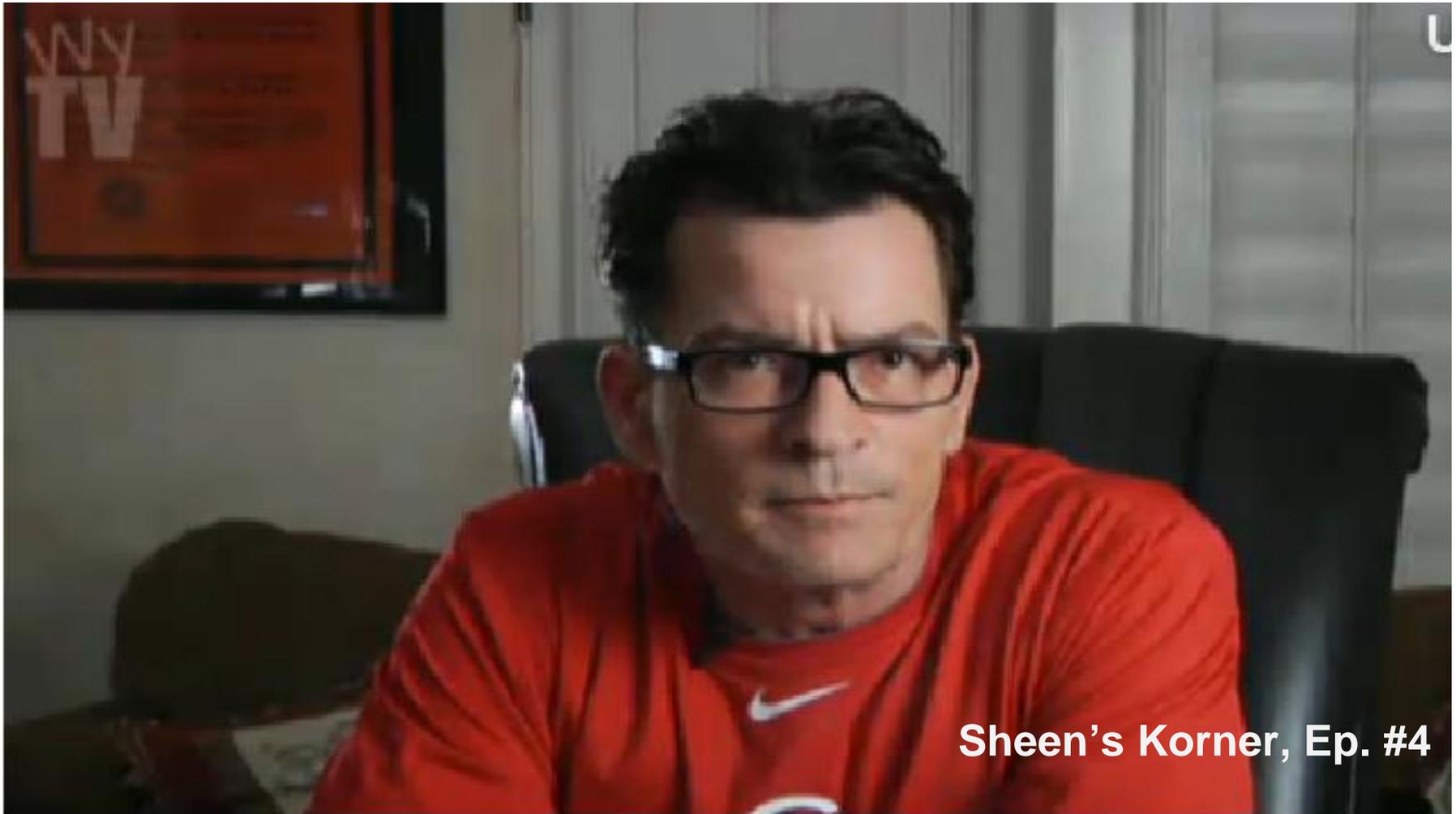
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king out the bugs ("You than this business," he data and the fact that iPad editions are ready.

want full enhancement iPad) and those who just d Nook, according to tomer and the standard op the right products for



# And Speaking of Madness....?



Sheen's Korner, Ep. #4