



## **Profiting from defeat: Surviving and thriving on rejection**

A great idea. Impeccably implemented. And – despite – these a very crushing flop. Learn how to survive the pain of rejection by identifying the reasons for it – and to employ them in building a better and bigger innovation

## **Welcome to the new world of campaigning: Leveraging identification to mobilization**

Storytelling. Tipping points. Like the rest of the over-hyped tools of campaigning, they simply don't have the effectiveness to get the job done.

Successful campaigns use 360° identification and targeted mobilization to achieve an unprecedented impact and thus results.

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