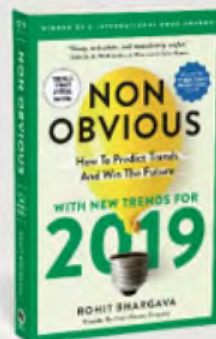


JANUARY 16, 2019 | PIERRE, SOUTH DAKOTA

How To Be More Trusted In A Skeptical World

Rohit Bhargava

Keynote Speaker & Nice Guy



THIS GUY IS A
CREATIVE



AND THIS GUY
IS NOT



BUT WHY?





Ed Sheeran "Grade 8" - NP Sessions



Now Playing Magazine



Subscribe

832

73,853

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Ed Sheeran "Grade 8" - NP Sessions

NPM Now Playing Magazine
Subscribe 832





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²**THE** INFLUENTIAL
MARKETING BLOG
REFLECTIONS ON MARKETING STRATEGY SINCE 2004

AS FEATURED IN:

AdvertisingAge.



Harvard
Business
Review

WALL STREET
JOURNAL





THE NON OBVIOUS GUIDE TO NOTE TAKING

Don't lose your best ideas.
Learn to curate them.

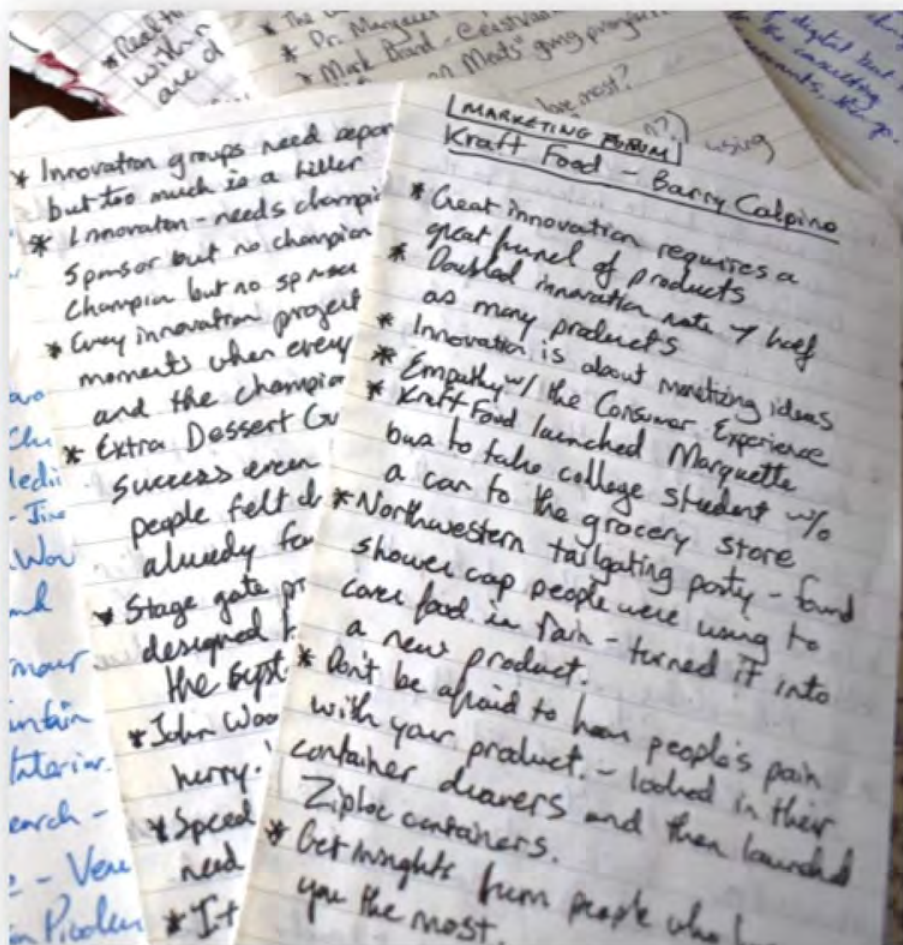
3 Essentials of Idea Curation

Focus on memorable insights.
Insert notebooks for easier skimming.
Think in terms of intersections.

Example Noteboxes (Or Use Your Own)

To organize your notes, draw one of these noteboxes with
a key phrase inside it as a visual reminder.

BIG IDEA	STORY	TREND
BOOK	CONTACT	WEBSITE
EVENT	STATISTIC	APP
TO DO	TO MEET	TO READ



Different

BEATING THE COMPETITIVE HERD

SECOND OF A SERIES WHERE
SUCCESSFUL IS A WORLD WHERE

CONSIDERED WITH ALL THE EXCEPTIONS RULE

Youngme Moon

Copyright © 2010 by Crown Business











15 Annual Predictions | 9 Years | Over 100 Trends Predicted!

READ BY OVER 1 MILLION PEOPLE

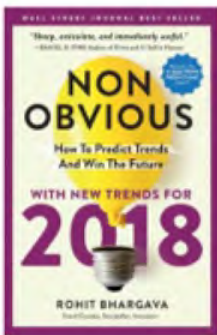
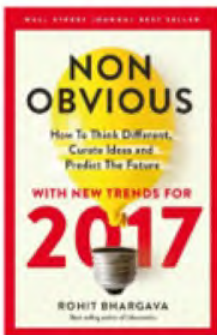
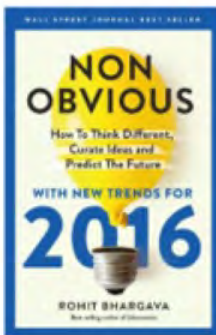
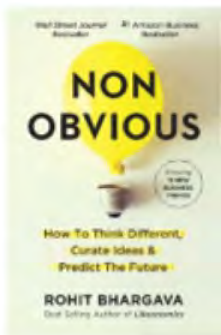
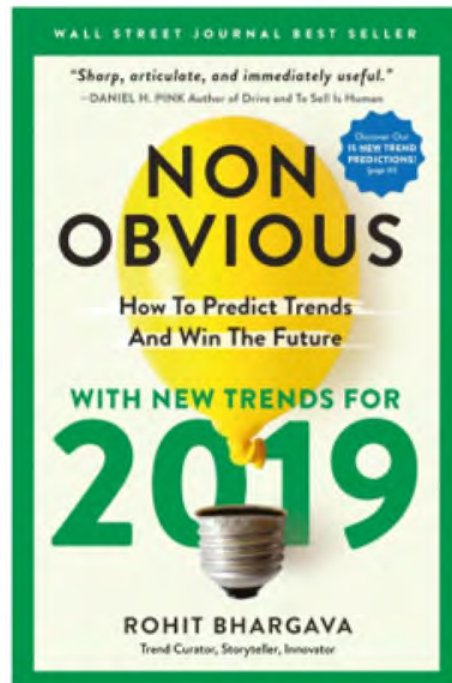
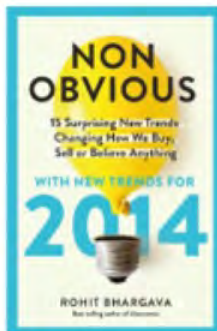
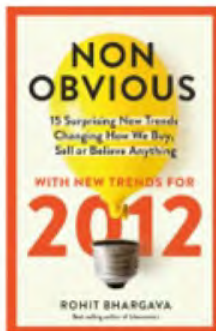
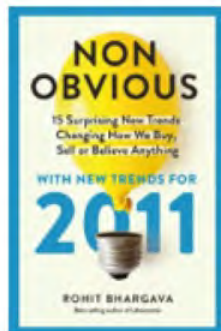




Photo Credit: Brian Smale

3 NON-OBVIOUS TRENDS



CHANGING TRAVEL
& TOURISM IN 2019



NON-OBVIOUS TREND



ENLIGHTENED CONSUMPTION



WHAT'S THE TREND?

Empowered consumers increasingly see their role as employees, audiences and voters as a chance to make a statement about their social beliefs and the world they choose to live in.



@rohitbhargava | #nonobvious

Intermarche Inglorious Foods



Transformative Travel



REI Black Friday





HOW TO USE THIS TREND | **STEAL THIS IDEA!**

TAKE A STAND

THAT SHOWS YOUR
VALUES TO TRAVELERS
AND PARTNERS ALIKE



NON-OBVIOUS TREND

HUMAN MODE



WHAT'S THE TREND?

As automation increases, people hungry for more personal and authentic experiences begin to put a premium on advice, services, and interaction involving actual humans.

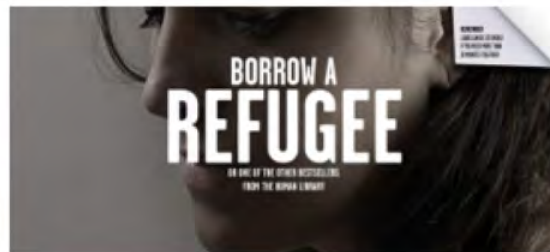


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Tesco Relaxed (Slow) Checkout Line



Human Library





HOW TO USE THIS TREND | **STEAL THIS IDEA!**

ADD A **HUMAN**
ELEMENT TO MAKE
EXPERIENCES REAL



NON-OBVIOUS TREND

BRANDED UTILITY



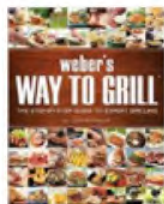
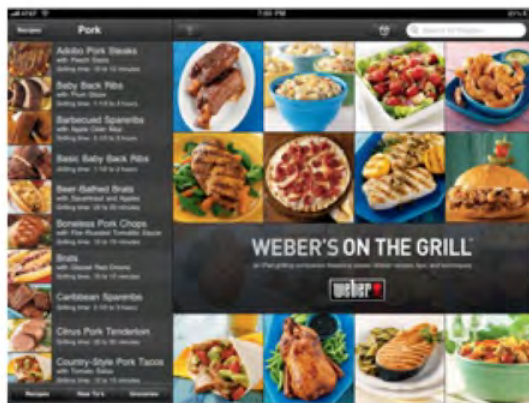
WHAT'S THE TREND?

Brands use content marketing and integration with business operations to find more helpful ways to add value to customer's lives through utility.



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Weber Grills



Helpful Honda





Hilton Suggests





HOW TO USE THIS TREND | **STEAL THIS IDEA!**

ANSWER
QUESTIONS AND
BE MORE HELPFUL

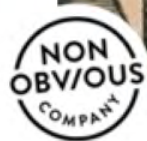
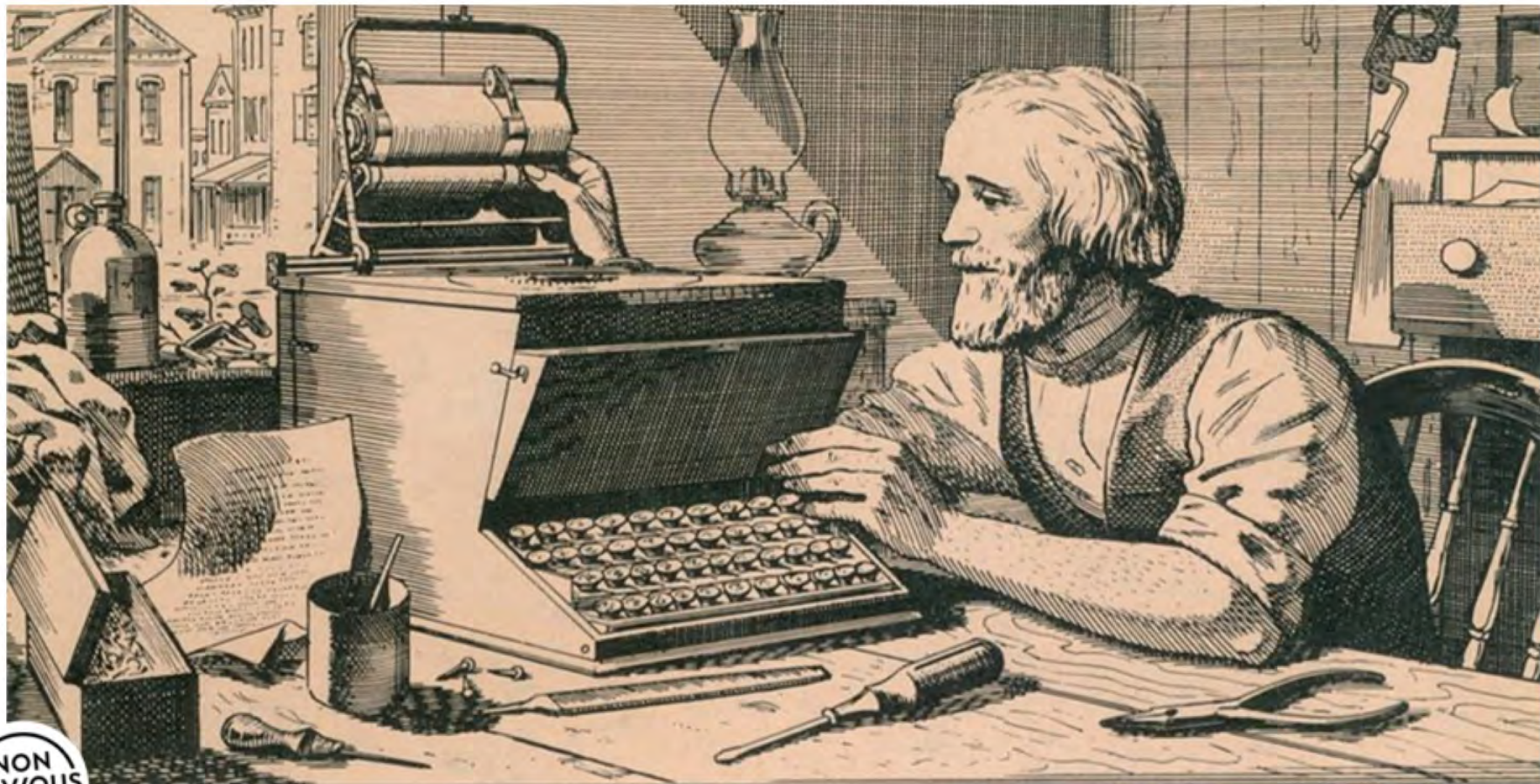
THERE ARE

3

**SCARY FACTS
CHANGING**

HOW WE DO BUSINESS
TODAY





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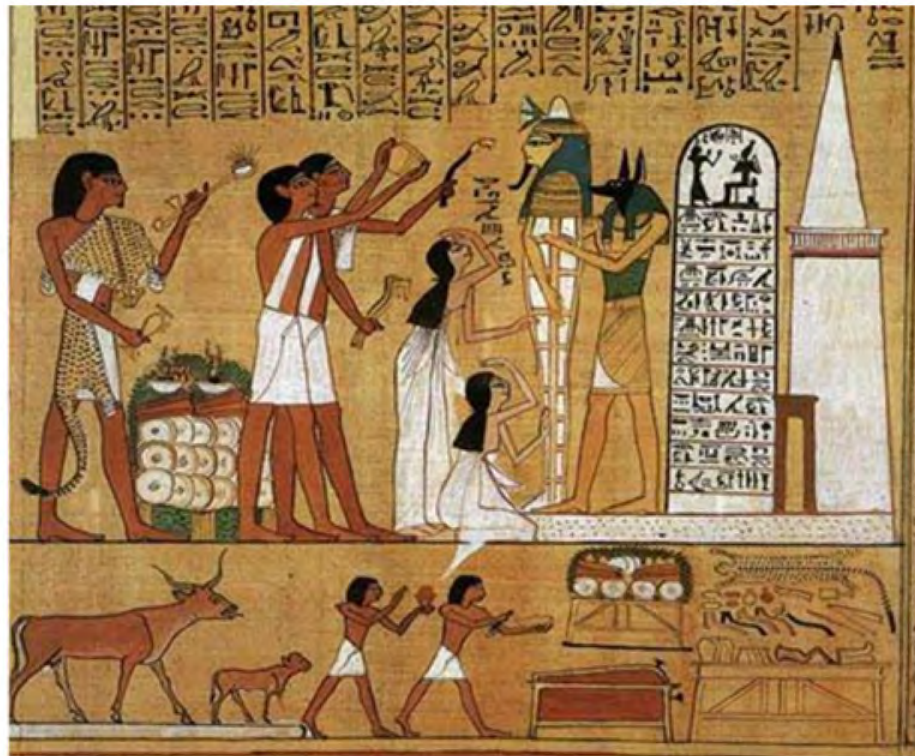


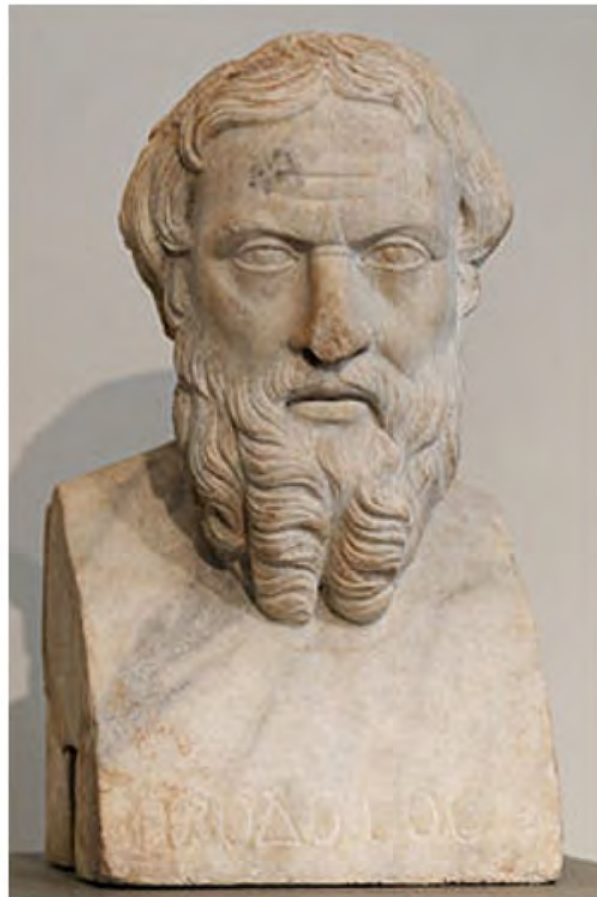
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SCARY FACT #1

HAVING THE BEST
PRODUCT
IS NOT ENOUGH!







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SCARY FACT #2

HAVING THE
BEST STORY
IS NOT ENOUGH!



Satisfied
Customers
Tell Three
Friends,

Angry
Customers
Tell 3,000

PETE
BLACKSHAW

Running a Business in Today's
Consumer-Driven World



*“A happy
customer tells
three friends.
An unhappy one
tells Google.”*

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SATISFIED
CUSTOMERS
are Our best



"I can't believe how amazing
this product is. It works won-
derfully and my lawn looks so
good. Everyone wants me to
send them pictures
and ask where I
got it. It's amazing."

Mark Pickett
Livermore, CA.



YES, I'M SATISFIED
WITH THE CLEANING
SERVICES WE HAVE
BEEN RECEIVING

BUT I CAN'T
WAIT TO TRY OUT
THE NEW GUY
IN TOWN



R2Gman.



the

DUNVEGAN

group

SCARY FACT #3

CUSTOMER
SATISFACTION
IS NOT ENOUGH!



SATISFIED CUSTOMER
GREAT PRODUCT
GREAT STORY



~~SATISFIED CUSTOMER~~
~~GREAT PRODUCT~~
~~GREAT STORY~~





THE REAL PROBLEM:

WE ARE IN THE MIDST OF A

BELIEVABILITY CRISIS



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He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE

MyConfinedSpace.com



@rohitbhargava | #nonobvious

NCÉ
WORLD

GAB
GIF
FIGHT
GUN C

P

HE

**WARNING: THIS IMAGE HAS BEEN
RETOUCHED TO LOWER YOUR SELF-ESTEEM**

HOTNESS COMES IN ALL SHAPES AND SIZES.

New Custom Fits for Women. It's About Shape, Not Size. Discover Your **Levi's curve ID** ➔

Waist
too tight?

SLIGHT CURVE

Waist fits but
doesn't flatter?

DEMI CURVE

Waist gaps in
the back?

BOLD CURVE

NEW
Waist too low
in the back?

SUPREME CURVE





DONUT SEEDS

NET WT. 1 1/4 OZ

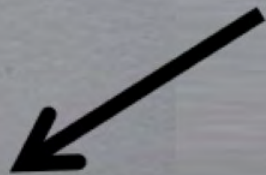


DONUT SEEDS

NET WT. 1 1/4 OZ



YES, THESE ARE
CHEERIOS!







FREE BEER,

TOPLESS
BARTENDERS,

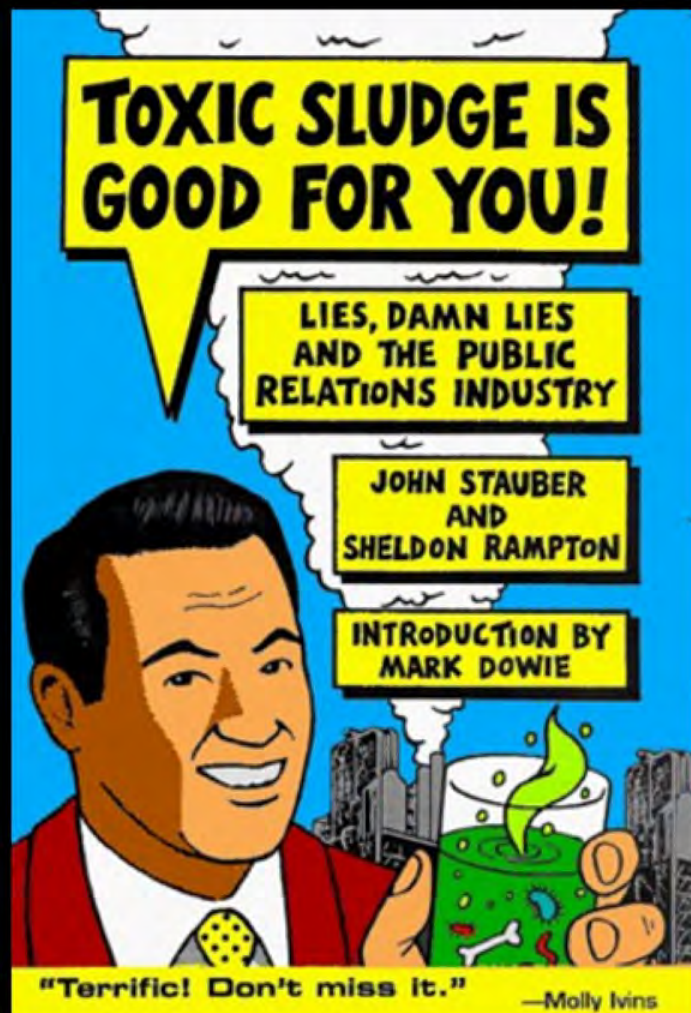
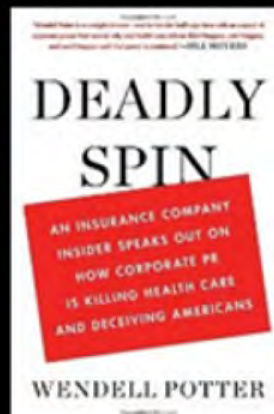
AND FALSE
ADVERTISING

MIND CONTROL MARKETING



Scientific Selling Triggers So
Persuasive That Your Competitors Will
Think You're
'Cheating'

By: *IHonestlyThink.com*



**SINGING LEGEND
ANDY WILLIAMS
DIES AGED 84**
SEE PAGE 5



**MISSING MEGAN: WE'RE
NOT SEARCHING FOR
HER, SAY FRENCH POLICE**
SEE PAGE 7



NEW PILL WILL REVERSE AGEING

**Drug keeps you healthy and
strong in old age, say experts**

SCIENTISTS are a step closer to creating an "anti-ageing" pill after discovering how to make muscles regain power and strength. They claim the breakthrough paves the way to a simple tablet which could keep people fit and strong as they age. Experts have identified a key protein responsible for the decline in muscle output dur-

ing ageing. And they have found that a common drug already being tested as a potential cancer treatment can help reverse the muscle wasting which occurs as a natural process of getting older. The chemical can build the protein, preventing it from being broken down. This means to keep the elderly fit, senior researcher Dr Albert Basson, from King's College London, said. "Preventing in-

creasing muscle wasting in old age is essential as it's a way off but this study has for the first time revealed a process which could be responsible for age-related muscle wasting, which is extremely serious. "The finding opens up the possibility that one day we could develop treatments to make old muscles 'young' again. "We could do this, we may be able to enable people to live longer - healthy," he said. **SEE PAGE 4**



**Why JK Rowling's novel
for grown-ups is magic**
LAUNCH DAY REVIEW SEE PAGE 13

**BURIED ALIVE: COUPLE
FOUND DEAD IN CAR TEN
DAYS AFTER LANDSLIDE**
SEE PAGE 6



**BRITAIN'S
ECONOMY
BOOSTED
AT LAST**
SEE PAGE 2

PILL TO BEAT ALZHEIMER'S

**New treatment
will stop disease
for three years**

By Giles Goeders

ALZHEIMER'S sufferers and their devastated families were last night given new hope after scientists hailed the "most exciting" breakthrough yet in the search for a cure. A drug has been shown to stop the harmful disease in its tracks for three years - whereas current treatments only slow down the symptoms. Trials of the drug, known as immunoglobulin, have proved so successful it could be available at clinics in just four weeks.

Excluded

The findings were revealed yesterday at the Alzheimer's Association International Conference in Vancouver, Canada. The world's largest gathering of dementia researchers was held to share latest research. One leading scientist told the Daily Express: "This type of treatment is a new approach. "Previously known drugs have only been able to slow the progression of symptoms when administered before the body's immune system is able to tackle the underlying cause of the disease. The research shows it is now possible to prevent very serious damage to the brain before it is too late." **SEE PAGE 2**



The Duchess of Cambridge's name has been added to William and Harry's Royal Foundation **SEE PAGE 6**

**KATE, WILLIS AND HARRY'S
PRINCELY SUM FOR CHARITY**
SEE PAGE 6





McDonald's



Chemical in McDonald's Fries Could Cure Baldness, Study Says

Japanese scientists may have discovered a cure for baldness—a...



Newsweek · 5 hours ago · ⚡





*Today is how it would feel if
Bolivar, MO's weather and Elko,
NV's weather had a kid*



VIDEO

POLITICS

SPORTS

SCIENCE/TECH

LOCAL

ENTERTAINMENT

New Study Finds 85% Of Americans Don't Know All The Dance Moves To National Anthem

NEWS • Our Annual Year 2012 • News • ISSUE 48•27 • Jul 4, 2012



PROPOSED FACEBOOK BUTTONS



Dislike



Hate



Love



Threaten



Applaud



Stare
Creepily



Accuse
of
Racism



Offer
Bribe



Express
Doubt



Incite
Rebellion



Pass
Joint



Throw
Tomato



THE **TRUTH**
HAS A MEDIA
PROBLEM.



THE BOTTOM LINE:

THE PRACTICE OF
EARNING TRUST

IS *HARDER* THAN
EVER BEFORE



THE TRUTH IS ...

**PEOPLE WANT TO BELIEVE
IN THE PRODUCTS/SERVICES
THEY BUY AND PEOPLE
THEY BUY FROM**



THE 5 PRINCIPLES OF BUILDING TRUST



TRUST

PRINCIPLE #1

**EMBRACE THE COLD,
HARD, DIRTY AND
BEAUTIFUL TRUTH**





ohitbhargava | #nonobvious



Click to open expanded view

Hutzler 571 Banana Slicer

by [Hutzler](#)

5,245 customer reviews | 547 answered questions

List Price: ~~\$8.08~~Price: **\$4.79** & **FREE Shipping** on orders over \$35. [Details](#)You Save: **\$3.29 (41%)****In Stock.**

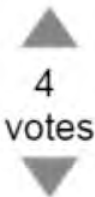
Ships from and sold by Amazon.com. Gift-wrap available.

Want it tomorrow, July 28? Order within **19 hrs 44 mins** and choose **Same-Day Delivery** at checkout. [Details](#)

Package Quantity: 1

Size: **10"**

- Faster, safer than using a knife
- Great for cereal
- Plastic, dishwasher safe
- Slice your banana with one quick motion
- Kids love slicing their own bananas

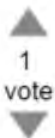


Does this work on Brazilian Bananas better than ones from Italy?

A: I would be happy to help if you can be more precise with your question.
Are we talking about Tuscany bananas or Neapolitan bananas?

Dana Gallina answered on June 26, 2014

A: Italian bananas are designed perfectly to fit in the hands of people who speak with their hands
pteechka answered on June 26, 2014



How long did it take to get yours?

A: It's hard to tell, as my perception of time has been TRANSFORMED by this unique invention. Before, the days seemed to crawl by and blur together. My hours were spent slicing up Bananas by hand, and wouldn't you know it, by the time I'd finish one I'd inevitably burned enough calories slicing to be hungry again! Now my days are full of playing guitar, watching sunsets, going on hikes, all the things I love to do! I didn't even know what 'time' was before the Hutzler 571b came into my life! [see less](#)

Gabriel E. answered on January 31, 2014





'Revolutionary' banana slicer is newest target of snarky Amazon reviews

Helen A.S. Popkin
TODAY

Dec. 31, 2012 at 3:13 PM

With 635 five-star reviews on its Amazon product page (out of more than 1,200 reviews ... and growing), it seems obvious that the **Hutzler 571 Banana Slicer** is the one gift you can buy yourself that will make up for all that thoughtless junk you've already re-gifted to friends and loved ones. Those who apparently did receive this "revolutionary" product over the holiday season are burning up the Amazon reviews as 2012 draws to a close.

Just read what these satisfied reviewers have to say over this demarcated banana shape that is "dishwasher safe" and "faster, safer than using a knife."



seabeetow4u/Amazon

"I tried using the slicer as an ornament as suggested, but unfortunately it didn't stay on the tree long," writes Amazon user seabeetow4u.



@rohitbhargava | #nonobvious

ADWEEK

Maker of Stupid Banana Slicer Thrilled by Sarcastic Reviews on Amazon

Hutzler can laugh at itself. Can you?

By Tim Nudd

January 14, 2013, 1:23 PM EST

After a lull, the comically pro-Banana-Slicer comments picked up again in recent weeks, with users trying to one-up each other's absurdity. Interestingly, Hutzler has publicly said [it's thrilled with the attention](#), sincere or not. The bottom line? Sales are up, and of course that's never a bad thing.





CHEESE!

crew starts laughing



Whut?



Its FRREEEEZE.



Oh, FRREEEEZE.



vious



LEARN TO BE
**PROACTIVELY
HONEST**



TRUST

PRINCIPLE #2

**ACHIEVE RELEVANCE
THROUGH PURPOSEFUL
STORYTELLING.**





State Bank of Purdy

"Your Hometown Bank
for Hometown People"

[Home](#)[Online Banking](#)[Deposits](#)[Lending](#)[Additional Services](#)[Contact Us](#)[About Us](#)[Mobile Site](#)

NetTeller Login

ID

Password

- [Test Your Browser](#)

NetTeller Enroll Now!

Fraud Prevention Tips

Visit Our Mobile Friendly Page!

- * NetTeller Logon
- * Contact Information
- * Location and Hours
- * Simplified Interface



Our Story

The Story of First State Bank

First State Bank of Purdy was chartered in June, 1944, as a successor of the First National Bank of Purdy. The original directors were Raymond Brite, Bert Catron, A. M. Gurley, Jr., John Miller and John Moore.

In 1974, Glen Garrett and Jack Fox purchased the bank, which had assets totaling \$2,000,000.00 at that time. The bank grew tremendously, and, to accommodate our customers, a new facility was built in 1977, with the move from the old storefront building completed on December 26, 1977.

Citizens National Bank of Monett/Pierce City was merged into First State Bank of Purdy on December 22, 1987, giving us three facilities in three separate towns to serve our customers. In January, 1988, Glen Garrett was elected Chairman of the Board and CEO of the merged entity, with Ann Hall elected President.

In June of 1991, a new 9300 square foot facility with a state-of-the-art computer room was built in Monett. June, 1995 saw a new 4200 square foot facility opened in Cassville, MO, and May, 1998 heralded the opening of our first retail banking establishment, when we became the bank in the Wal-Mart Supercenter in Monett.

Currently, the total assets of the bank exceed \$100,000,000.00. First State Bank has more than 50 employees at five locations. The directors are Glen Garrett, Sharon Garrett, Larry Moennig, Bill Shiveley, Danny Vaughn, Kevin Jackson, and Jeff Scott.



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About Us

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- [The CustomInk Difference](#)
- [Our Story](#)
- [Passion for Printing](#)
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- [Company Info](#)
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Related Links

- [Customer Reviews](#)
- [Ink of the Week](#)
- [CustomInk Blog](#)

Our Story: A Company with Heart

Marc spent long hours on his green couch (a hand-me-down from his big brother) talking to Dave by phone and planning the business. The more they worked at it, the more convinced they became that getting custom t-shirts the traditional way was a pain-in-the-neck and that they could make it fun, easy, and reliable with a "design online" website. They officially founded CustomInk in March of 2000 and had soon assembled the rest of the early team. As the Inker team took shape, the one common denominator was heart: CustomInk attracted the kind of people who really care – the ones who get a bad feeling in the pit of their stomach if they think they're going to let someone down – and repelled those who didn't.

When we launched our first fully-functional site and began taking orders in late 2000, we lacked the sophisticated behind-the-scenes systems we have today. Our team of 10 Inkers (including Marc and Dave) wrote order notes by hand on printed sheets of paper and manually calculated due dates and shipping times. When a customer called the



With us from the beginning, it's practically a CustomInk mascot.



An "Ink-troduction"

Our favorite conversation topics are actually you, your group or occasion, and the awesome shirts, caps, or other custom products we can make together. But since you're interested... check out this video to learn what CustomInk is all about.



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Ink of the Week

[Contest home](#)

[Submit your photo](#)

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[August 2014](#)

[July 2014](#)

[June 2014](#)

[May 2014](#)

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[fundraiser](#)

[k12](#)

Sharpest Quidditch team in the US



@rohitbhargava | #nonobvious



the girl effect

**CHANGE
STARTS
WITH A
GIRL**







USE **STORIES**
TO BUILD AN
EMOTIONAL
CONNECTION.



TRUST

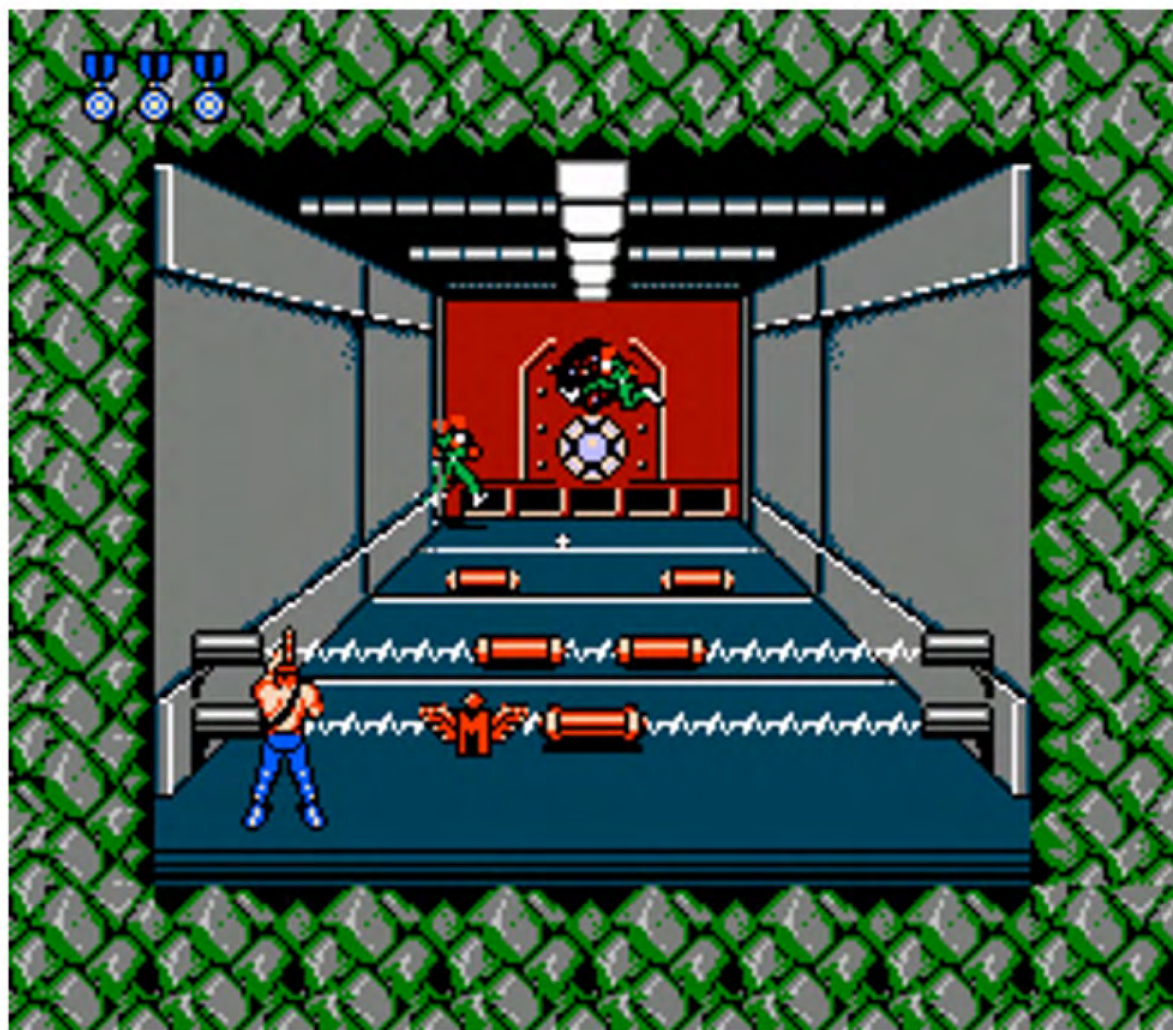
PRINCIPLE #3

**PERFORM BIG AND
SMALL ACTS OF
UNSELFISHNESS.**



“UP-UP-DOWN-DOWN-
LEFT-RIGHT-LEFT-RIGHT-
B-A-START”







GREECETRAVEL.COM

Matt Barrett's Greece Guides

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[Booking.com](#) [Click Here](#) to Find Hotels in Greece with Photos, Descriptions and Guest Reviews and Help Support this Guide

Welcome to Matt's Greece Travel Guide

Hi. My name is Matt Barrett. I have been traveling or living in Greece since 1968. In 1996 I began my Greece Travel Website and have been adding information, photos and stories ever since. During this time it has become one of the most popular travel sites on the web with all sorts of free information that you would have to otherwise search for. I created my [Greece Travel Guides](#) to help you avoid some of the problems people have while traveling in Greece and also to share my knowledge of the country, and because I love writing and taking photos. You can follow links to stories and articles I have written on various Greek subjects, from my [Guides to the Greek Islands](#), to my famous [Athens Survival Guide](#) and countless pages on hotels, restaurants, beaches, history, Greek food and more. This page can easily serve as your basic guide to Greece and you can follow the links to more information, all of it given freely. You can also [e-mail me](#) with any questions and I usually respond pretty quickly. 2017 is my 21st year and I am pretty excited. Yes the world seems like it is coming apart at the seams but there is something about going to Greece that helps me put it all in perspective. The sun, the sea, the food, the people and the fact that despite the insanity we see every day in the news, we are still able to enjoy ourselves in a profound way that keeps us coming back in the best and the worst of times.





GREECETRAVEL.COM

Matt Barrett's Greece Guides

Where Planning a Trip to Greece is Almost as Fun as Going There

Hi. Welcome to Greece Travel for 2018, my 22nd Season of writing my Greece Travel Guides. This is the index for all my Greece Travel web sites. I attempted to organize it so that people would not get lost so easily and even though some say it is fun to be lost, occasionally you need a place to come back to and get your bearings. This is that place. This is the main index and the links below are secondary indexes which lead to thousands of other pages. You may want to save this page to your favorite places so you can find it again. If you have any questions or can't decide what you want to do or you can't find a page that you were looking for you can always [e-mail me](#). This site contains no cookies or obnoxious pop-up ads or tricks to make you click on something you don't care about. Some pages do open new windows but most don't so you can easily find your way back to where you started by using your browser arrows. Every page has been created and is edited individually so my Greece Travel web site is literally handmade.





PUT TRAVELERS
FIRST IN ALL THAT
YOU DO



TRUST
PRINCIPLE #4
FOCUS ON
SIMPLICITY.





nonobvious



500 million
VIEWS
per month



- Home
- Trending
- Subscriptions

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- History
- Watch later
- 1 Downloads
- Acoustic
- Show more

SUBSCRIPTIONS

- Behind the Brand 1
- Walk off the Earth
- BBC Radio 1 10
- Rita Ora 2
- Tim Ferriss 6
- anafree 2
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- YouTube & Movies



memphisdrumshop

61,903 subscribers

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CHANNELS

ABOUT



Uploads PLAY ALL



Paiste 32" Symphonic Gong - Tai Loi (SG15332-1022018J)

223 views • 2 days ago



Paiste 32" Planet Gong D#2 Chiron (PG82432-1021918C)

103 views • 2 days ago



Paiste 32" Symphonic Gong - Tai Loi (SG15332-1022018J)

91 views • 2 days ago



Paiste 32" Planet Gong D#2 Chiron (PG82432-1021918C)

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Paiste 32" Sou Gong #3A Earth

175 views • 2 days ago



Ludwig 14x5 Raw Brass Snare Drum (5960)



Zildjian 22" K Constantinople Medium Thin Low Ride



Zildjian 24" A Medium Ride Cymbal - 3849g (A0037-



Zildjian 24" A Medium Ride Cymbal - 4078g (A0037-



Zildjian A City Ride (AC1YP248-10





MEMPHIS
DRUM SHOP

myCymbal.com



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66 Million





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MAKE IT **VISUAL**
TO HELP PEOPLE
REMEMBER.





"This is family charging time,
leave your phone in the basket."



The rules are as follows:

Turn all family cell phones to silent and place in the
cell phone basket.
(Only for families of 4 or more).

(Enjoy your family friendly meal and each other
distraction free)
...a 10% discount



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50p from every smoothie
with hat sold goes to **AGE**
Concern



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JULY 7 | **HAPPY CHOCOLATE DAY**



JULY 13 | **ICE AGE: CONTINENTAL DRIFT OPENS IN THEATERS**



JULY 20 | **ANNIVERSARY OF ONE GIANT LEAP**



AUG 5 | **MARS ROVER LANDS**



AUG 14 | **ELVIS WEEK**



SEPT 3 | **LABOR DAY BBQ**



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Did we actually face our critics and reinvent our pizza from the crust up?

OH YES WE DID.



"The Pizza Turnaround" Documentary



(REAL DRAMA
REAL EMOTION)

(TURN AROUND STORY
OF THE YEAR)

(CRITIC'S VOICE
WINNER)

DOMINO'S PIZZA PRESENTS A DOCUMENTARY "THE PIZZA TURNAROUND"
STARRING ACTUAL DOMINO'S EMPLOYEES REPLIED BY OUR HARSHTEST CRITICS

Try the delicious result of
our hard work.



See what people are saying right now.

domino's #newpizza is delish! RT @dominos: From
MSNBC - Domino's changing pizza recipe -
<http://bit.ly/77pmfV>

by kristican 6 hrs, 59 mins ago

@dominos New Pizza looks good. Any deals or a free
sample please? I'd really love to try. Thanks

by IuvMilesD 8 hrs, 40 mins ago

the new dominos pizza is almost the same as the old
one apparently

by klem 12 hrs, 26 mins ago

Had the new Dominos pizza last night. As expected,
they ruined it. RUINED.



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**WE'VE NEVER HAD TO CHANGE
OUR RECIPE. BECAUSE IT
NEVER SUCKED.**

Anthony's
PIZZA & PASTA

REAL NY STYLE PIZZA

ILOVEANTHONYS.COM



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ENGAGE IN
REAL-TIME
AND BE MORE
FLEXIBLE.



TRUTH

RELEVANCE

UNSELFISHNESS

SIMPLICITY

TIMING



ONE FINAL STORY:
**THE WORLD'S
WORST HOTEL...**



ONE FINAL STORY:

**THE WORLD'S
WORST HOTEL...**

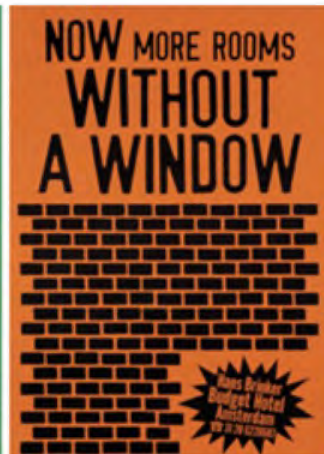
(It's not in South Dakota!)

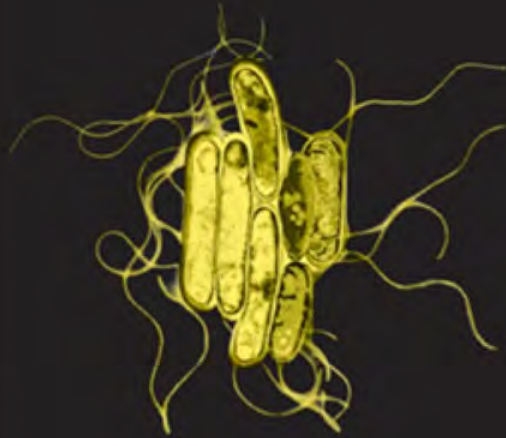




“The Hans Brinker Budget Hotel has been **proudly disappointing** travellers for forty years ... boasting levels of comfort comparable to a minimum security prison.”







IMPROVE YOUR IMMUNE SYSTEM

THE HANS BRINKER BUDGET HOTEL AMSTERDAM +31 20 622 0687

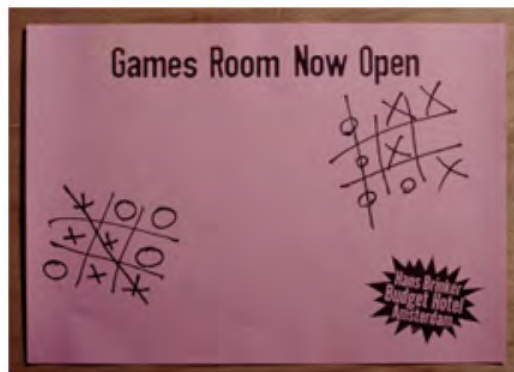
IMPROVE YOUR IMMUNE SYSTEM

Attention Clean Freaks!
You are making the world too clean. Your immune system is in danger. We need contact with dirt to build up natural resistance to harmful bacteria. For this reason, the Hans Brinker Budget Hotel is proud to be dirty and carry a wide variety of bacteria. Just one night's stay will give your immune system the boost it needs to remain effective. Visit before it's too late.

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The Hans Brinker

...not one
of the best of
the best hotels
in the world".

LAST PRIZE CONTESTANT BY
HOTEL AND TOUR GUIDE

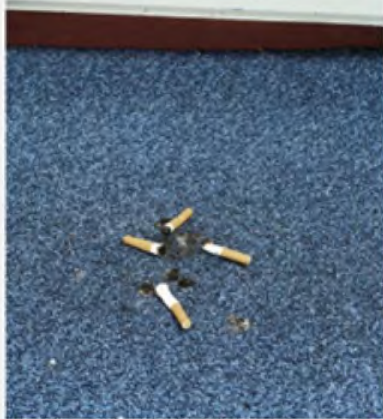


Where to stay in Amsterdam.

1. Hotel L'Europe.
2. Hotel Krasnapolsky.
3. Intercontinental Hotel, Amsterdam.
4. Amstel Hotel.
5. Hire an apartment.
6. Hire a houseboat.
7. B&B.
8. A friend's couch.
9. A campsite.
10. Waiting room, Central Station.
11. A sleeping bag by the side of the motorway.
12. Back of burned-out car.
13. Under a bail of hay.
14. In an abandoned mine shaft.
15. **The Hans Brinker Budget Hotel, Amsterdam.**
16. An unmarked grave.



**HANS BRINKER BUDGET HOTEL.
IT CAN'T GET ANY WORSE.**



**BUT WE'LL DO OUR BEST.
AMSTERDAM +31 20 6220087**



**HANS BRINKER BUDGET HOTEL.
IT CAN'T GET ANY WORSE.**



**BUT WE'LL DO OUR BEST.
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**SAME
HOTEL
LOTS OF
NEW
COMPLAINTS**

HANS BRINKER
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**SAME
DUBIOUS
SERVICE
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THANK YOU!

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ABOUT ROHIT:



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Rohit Bhargava is a trend curator, marketing expert, storyteller and the *Wall Street Journal* best-selling author of five books including *Non-Obvious* and *Likeonomics*. After spending 15 years leading brand strategy at two of the most respected marketing agencies in the world (Ogilvy and Leo Burnett), Rohit left the corporate world to become an entrepreneur and is currently the founder of multiple companies including the Non-Obvious Company and Ideapress Publishing. He teaches marketing and storytelling at Georgetown University and regularly travels the world as an entertaining, humble and non-boring keynote speaker.

