

BRAND LANDSCAPE

- To know where you stand, and to decide whether to play the game or even change it.

My vision/mission/ambition statement:

Market Players I admire:

Market Players I collaborate with:

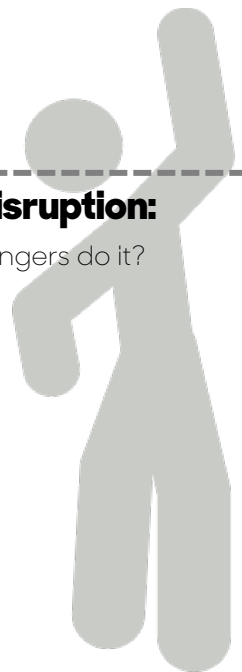
Market Players I fear:

How could the current business be disrupted:

My wildest quick ideas for disruption:

Optionally: How would some game-changers do it?

- Sir Richard Branson
- Facebook
- Elon Musk



Past trials/failures worth discussing:

Interesting references or public debate I follow:

