

The Future Of Communications

7 Trends That Already Matter In 2012

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This pie chart shows how much pie I ate while making this chart.







1. Corporate Humanism



Trend 1 - Companies find their humanity. #davostrends

**25p per
hatted bottle
sold is
donated to
Age UK**
registered charity



1. Corporate Humanism



Trend 1 - Companies find their humanity. #davostrends



amazon.com

Dear Customer,

There are two types of companies: those that work hard to charge customers more, and those that work hard to charge customers less. Both approaches can work. We are firmly in the second camp.

1. Corporate Humanism



Trend 1 - Companies find their humanity. #davostrends



THE FORD STORY

[The Plan](#)[Our Progress](#)[Share the Ford Story](#)



Alan Mulally
President & CEO
Ford Motor Company

YouTube

0:07 / 2:41

A DIFFERENT ROUTE

At Ford, we are headed in a new direction. After turning a profit this year in the first quarter and making significant progress on cost reductions, we were hit by a spike in gas prices, followed by the current credit crisis. But instead of focusing on our challenges, we'd like you to know how very far Ford has come and how we're doing business differently.

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2. Meaningful Storytelling



Trend 2 – Brands tell more valuable stories. #davostrends



The Antioxidant Superpower.

The power of pomegranate juice:



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2. Meaningful Storytelling



Trend 2 – Brands tell more valuable stories. #davostrends



3. Ethnomimicry



Trend 3 – Real life inspires products & tools. #davostrends

Google+



3. Ethnomimicry



Trend 3 – Real life inspires products & tools. #davostrends



VISIONARIES

Intel's Cultural Anthropologist

GENEVIEVE BELL helps the chipmaker analyze a complex system: humanity. *By Michael V. Copeland*

ABOUT 40 PH.D. STUDENTS in computer science, potential recruits for chip-giant Intel, have just finished listening to a lecture on the intricacies of circuit design and processor architecture at one of the company's R&D centers just outside Portland, Ore. The conversation is complex, detailed, and very technical. And then Genevieve Bell saunters in.

Photograph by CHRIS MUELLER

September 27, 2010 FORTUNE 25

4. Pointillist Filmmaking



Trend 4 – Collaborative filmmaking takes off. #davostrends

**MONT
BLANC**



⇐ THE BEAUTY OF A SECOND ⇒



4. Pointillist Filmmaking



Trend 4 – Collaborative filmmaking takes off. #davostrends



THE WORLD'S STORY IS YOURS TO TELL.



5. Measured Life



Trend 5 – Every aspect of life is measured. #davostrends

LIVE UP



THE BAND AND APP WORK TOGETHER TO
HELP YOU LIVE HEALTHIER

GET THE APP



Available on the
App Store

5. Measured Life



Trend 5 – Every aspect of life is measured. #davostrends



6. Co-Curation



Trend 6 – Curation adds value to the web. #davostrends

eventful
wonderful
purposeful
storyful.

6. Co-Curation



Trend 6 – Curation adds value to the web. #davostrends

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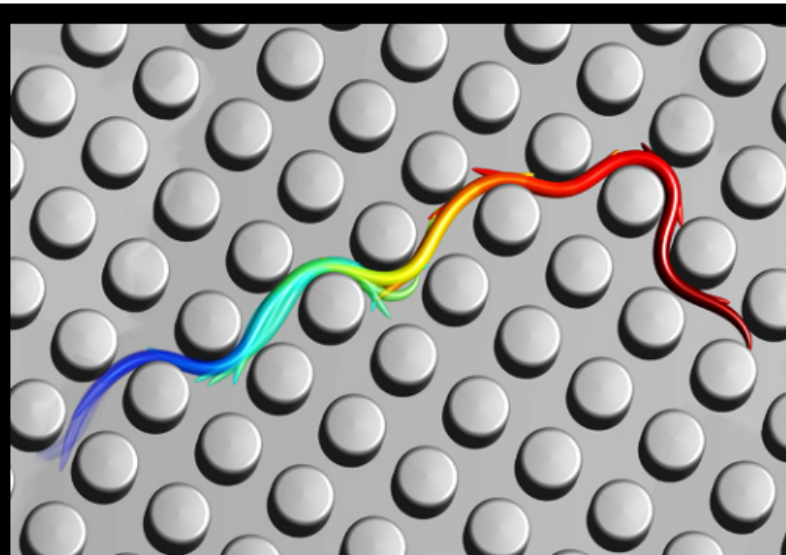
SOCIETY & CULTURE

With obstacles, worms wiggle faster

NYU (US) — Obstacles in an organism's path can help it to move faster, not slower, according to a series of experiments and computer simulations.

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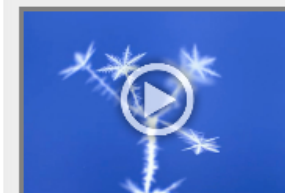
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7. Tagging Reality



Trend 7 – Everyday images unlock digital content. #davostrends



7. Tagging Reality



Trend 7 – Everyday images unlock digital content. #davostrends



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