



Marketing e-Newsletter

Send to a Colleague

October 31, 2009

■ May 2009 Newsletter

I was overwhelmed with the response on my search for pricing disasters. I still have not been able to respond to each submission. However, it is my pleasure to announce that Mark Streich, a [Thunderbird](#) EMBA participant, is the winner of the iPod. Mark was randomly selected among all participants.



The last few weeks I was not able to write on my pricing book, because I had to revise my marketing textbooks in German. When I wrote a new chapter about Web 2.0, I realized how little I knew about that (well, that never stopped me from writing about something:-).

So in this newsletter, I provide you some links to Web 2.0 resources, hoping that you get excited about it as much as I am.

I also invite you to participate in a pricing experiment I created for our participants at [IMD](#). It is a survey with 12 questions and it only takes 5 minutes to complete.

Kind regards
Stefan Michel

■ Pricing Experiment



Please participate in this pricing experiment. I will post the results of this survey in my next newsletter in June.

Click here:

http://www.surveymonkey.com/s.aspx?sm=TKRZ_2bIBZLLHZLwccQk1oaA_3d_3d

■ Orchestrating Winning Performance



OWP is for individuals and teams who seek the latest management thinking and practical, innovative solutions for their business. More than 500 international executives attend from every continent and all the major industries.

Date:

[June 20-June 25, 2009](#)

Preview:

June 19 - June 24, 2010

■ Latin for Managers, Lesson 2

BOOKS

Web 2.0 and Beyond



by Tom Funk

This [book](#) outlines the latest emerging technologies on the Web, and offers readers the Ten Things You Should Do to Make Your Business More "Web 2.0."

Web 2.0: A Strategy Guide



by Amy Shuen

The [book](#) explains how to transform your business by looking at specific practices for integrating Web 2.0 with what you do.

Financial Times Business School Rankings



published May 11, 2009

IMD is ranked number one outside the United States and number two worldwide in the Financial Times 2009 Executive Education Rankings. IMD's open programs were ranked second (up from third in 2008) and custom-designed programs fourth.

<http://www.imd.ch/news/IMD-FT-Rankings-2009.cfm>

QUICKLINKS

State of the Blogosphere

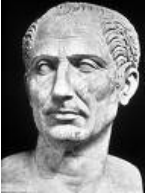
<http://technorati.com/blogging/state-of-the-blogosphere/>

Brian Solis' Blog

This [blog](#) is my personal favorite when it comes to Web

Bodius mutilatus, unemployi ad infinitum.

Z.U.



(Solution: Better take the nose ring out before the job interview)

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