Be a near futurist

Guy Clapperton, tech journalist, author and near futurist

mediahawk

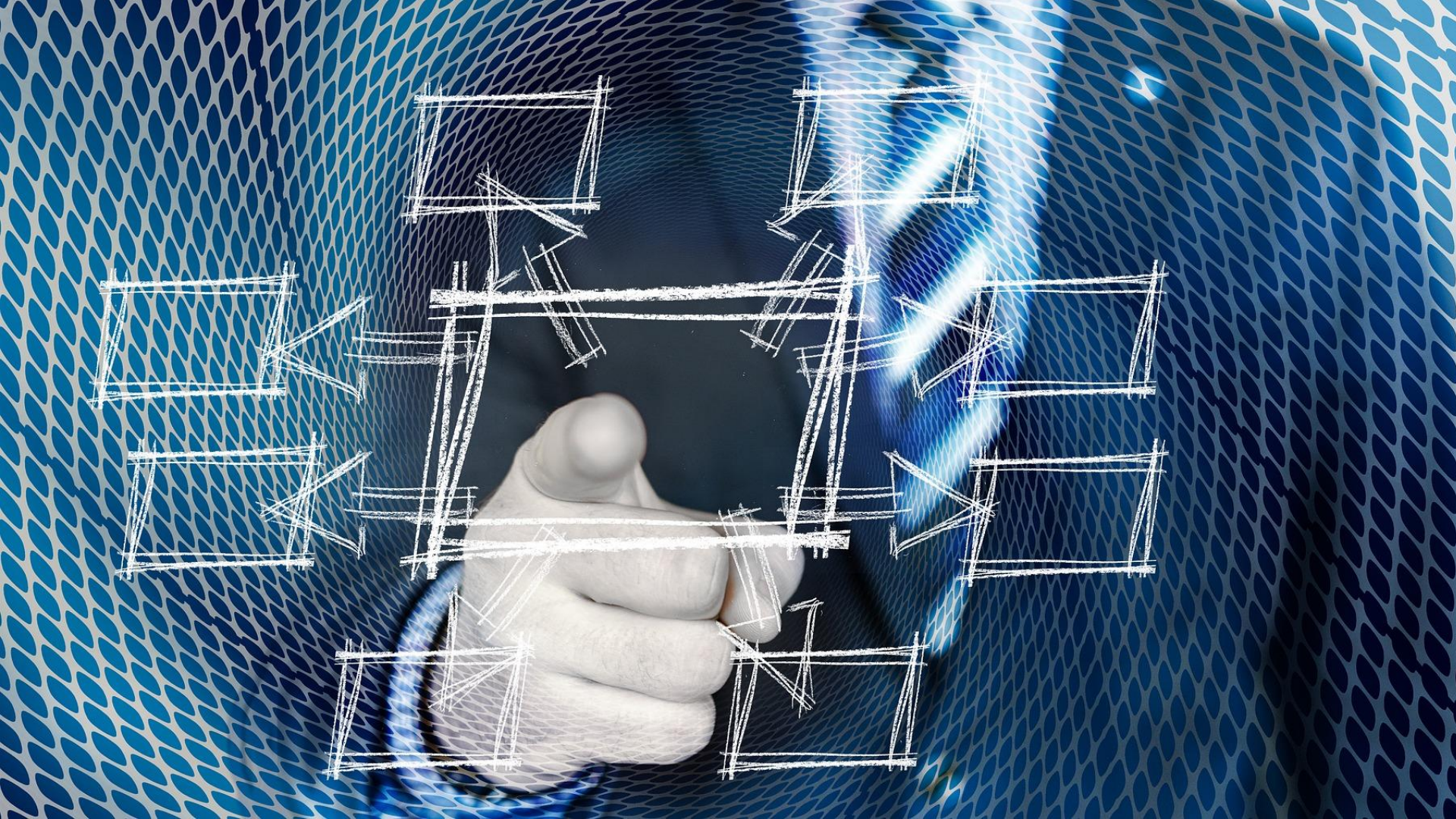
Bell System

TAXI
KC15 AOZ

BANK of ENGLAND
TEN
£20
LONDON
FOR THE GOVERNOR AND COMPANY OF
THE BANK OF ENGLAND
Andrew Bailey
CHIEF CASHIER
Bank of England
I PROMISE TO PAY THE BEARER ON DEMAND THE SUM OF TWENTY POUNDS
20
TWO POUNDS
TEN PENCE
TWENTY
PENCE

TAKE YOUR OWN
PHOTOS
BLACK & WHITE
4
POSES
FINISHED IN MINUTES
CUSTOM
PORTRAITS
SELF-SERVICE

Sainsbury's



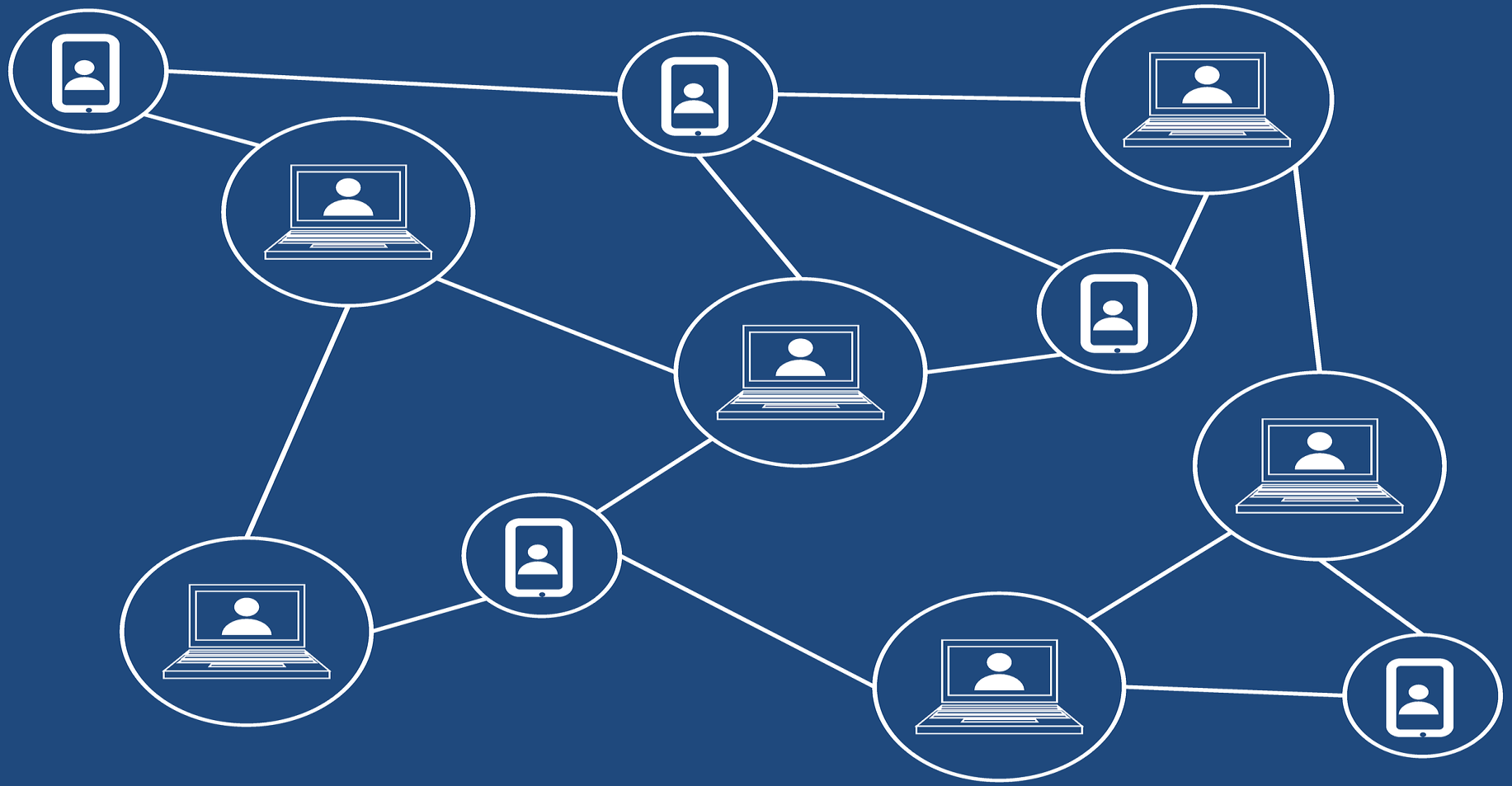
Different markets, different speeds

Dr. Murray Ellender, GP and now founder of eConsult

ADVERTISING
MARKETING
CUSTOMER
CREATING
CONTACT
COMBINATION
DISNEY
GOOD
SOME
GLOBAL
BRAND
BRANDED
IRON
SOMETIMES
PUBLIC
BUSINESS
BRANDS
AND
SELLER
SUCCESSFUL
RELEVANT
ADDED
DEMONSTRATES
SEEKS
FONT
DRIP
CALLED
THAT
ROLE
THEY
CROWDSOURCING
RATHER
SELLERS
CATTLE
VEHICLES
MEANS
SELECT
WITHOUT
MAINTAINING
SCRIPT
THOUGHTS
EXTENSION
PARTNERS
LINKED
BASIS
ORGANIZATIONAL
FEATURE
THEREFORE
ACTUAL
SLOGAN
THEM
REFERRED
CERTAIN
ABLE
ORIGINALLY
REFERENCE
COST
POINT
FEELINGS
OWNER
TWO
EACH
ENGAGED
HAS
TAKE
BREAST
OWNERS
LOCAL
DILUTION
EXPENSIVE
INCLUDING
SERVICES
BIPLOMAS
ITS
PERSONA
BENEFITS
COLOR
THE
ALL
BUT

DELOITTE ON PRIVACY

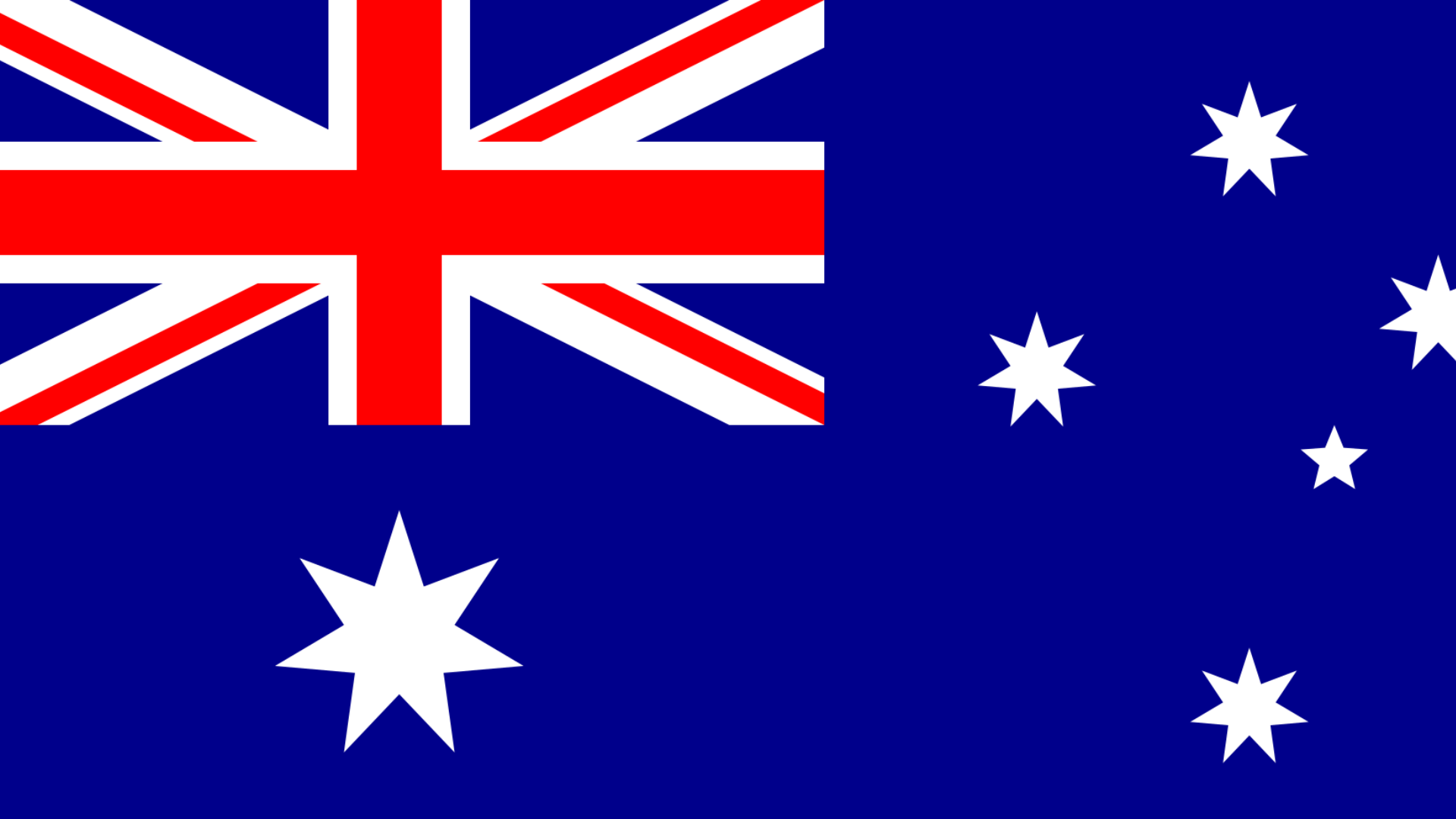
"Customer data is the most valuable asset for brands today. However, consumers are wary over the amount information they are giving away online. As brands further develop their digital channels in 2021, they must clearly outline how the data they are collecting will improve brand experience. Our research shows that consumers value a personal customer experience but they are not afraid to abandon brands that overstep on their privacy."

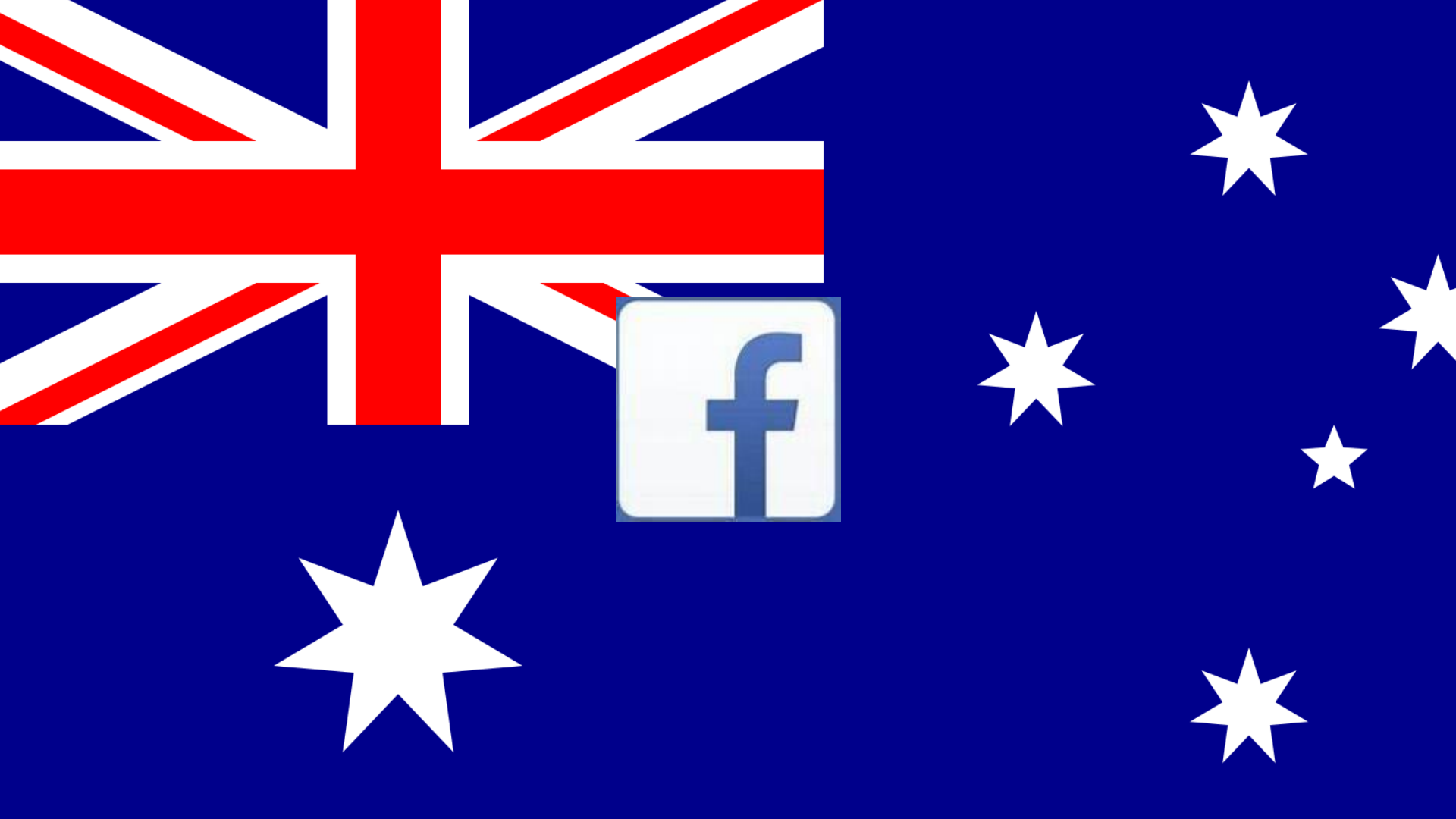


Kyle Dent, research director for AI/workplace assistants and co-chair of ethics committee, PARC

ico.

Information Commissioner's Office





WHAT LOOKS REASONABLE

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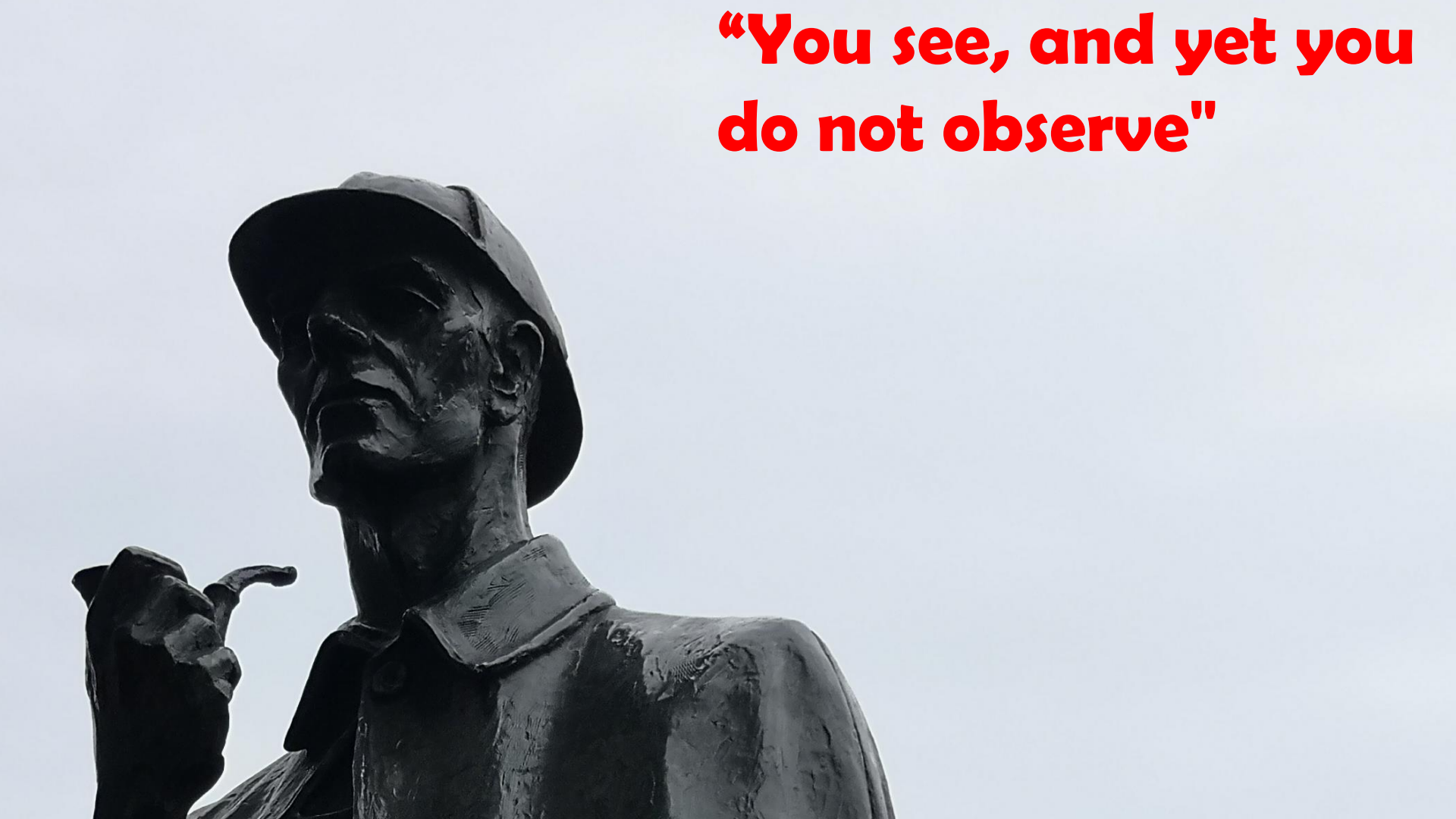
- 5G is going to be transformational.
- Legislation that ensures anonymisation of data – we're going to be led not by what's possible but…

DOWNING
STREET SW1
CITY OF WESTMINSTER


“You see, and yet you
do not observe"

So, to sum up:

So, to sum up:

- **Stop**

So, to sum up:

- **Stop**
- **Evaluate**

So, to sum up:

- **Stop**
- **Evaluate**
- **Act**

So, to sum up:

- s

So, to sum up:

- S
- E

So, to sum up:

- S
- E
- A

So, to sum up:
S.E.A. CHANGE

So, to sum up:
S.E.A. CHANGE
AT C-LEVEL

So, to sum up:
S.E.A. CHANGE
AT C-LEVEL
BUT REALLY SEE!

Guy Clapperton

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Guy Clapperton ACIPR
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The Near-Futurist
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