Digital Knowledge Bank
Research and insights
Request form
Edition 3 Spring 2006

Accessing the right knowledge and gaining clear insights are key if you are to make the right decisions about your digital strategy. We developed the Digital Knowledge Bank as a resource you can rely on for the insights that count. These materials have been designed for the specific challenges our clients face and a selection are included here. For your copy check the boxes or email us the title.
Accessing the right knowledge and gaining clear insights are key if you are to make the right decisions about your digital strategy. We developed the Digital Knowledge Bank as a resource you can rely on for the insights that count. These materials have been designed for the specific challenges our clients face and a selection are included here. For your copy check the boxes or email us the title.

Digital’s monthly publications (You can sign up for all of these)
Here are four regular publications you can sign up for to keep you up to date with the latest knowledge and insight in Digital. Check the boxes and your first editions should arrive within two weeks.

- Please subscribe me to future editions of Digital Insight Reports
  Independent perspectives on key issues in doing business or marketing in the digital networked economy.
- Please subscribe me to future editions of Digital Thought Leaders
  Digital Thought Leader interviews bring you closer to people and brands shaping the digital networked economy. They are based on private interviews or lectures we’ve participated in.
- Please subscribe me to future editions of Digital Research
  Research from our partners, exploring the growth and changes within different digital markets.
- Please subscribe me to future editions of Digital Book Club
  Digital Book Club reviews help you access the ideas shaping the digital networked economy

Digital Insight Reports
Independent perspectives on key issues in doing business or marketing in the digital networked economy. Each Digital Insight Report supports a keynote lecture, workshop or Digital Training Academy.

- Digital Europe
  Tracking the growth of online marketing spend
- Truths of the digital economy
  Trends marketers can harness
- Effective web marketing for smaller firms
- Ten simple steps for getting on the right track
- Newspapers: hard times, unclear futures
- Collated articles on press strategies
- Digital Jargon Buster
  Hiding from the jargon? Lost in geek-speak? Join our jargon-busting crusade!

Digital Thought Leaders
Digital Thought Leader interviews bring you closer to people and brands shaping the digital networked economy. They are based on private interviews or lectures we’ve participated in.

- Craig Newmark
  Founder Craigslist.org
- Richard Duvall
  Founder & CEO, Zopa.com
- Christopher Wagner
  CEO, 24/7 RealMedia Europe

Digital Research Briefings
Research from our partners that explores the growth and changes within different digital markets.

- Eurovision Net Contest 2006
  A research briefing with our strategic partner Nielsen//NetRatings on the changes happening across the emerging markets in Europe. - January 2006
- Seasons clickings - a guide to an online Christmas 2005
  The latest research on what’s happening online when it comes to shopping for Christmas 2005. - December 2005
The rise and rise of eBay
A research briefing from our strategic partner Nielsen//NetRatings on the unstoppable eBay phenomenon over the last year. - December 2005

Britain's web travel explosion is unstoppable
Over half Britain's online population log on to travel sites every month - according to new research - December 2005

Job seekers: shift to online increases
tacking the huge growth in the numbers of Europeans turning to the Internet to further their - December 2005

The broadband boom: fuelling online growth across Europe
News of the broadband boom that's fuelling the explosive growth of online advertising, access and shopping. - October 2005

Online Commerce: changing landscape across Europe
New research from our strategic partner Nielsen//NetRatings. - August 2005

Digital Book Club
Digital Book Club reviews help you access the ideas shaping the digital networked economy. They are short reviews of texts we use in management training and recommend. Copies are available from our bookstore.

Who let the blogs out?
Billed as a 'hyperconnected peek at the world of blogs', Biz Stone unpacks the rise of blogging and delivers a simple, accessible, 'how to' guide for those who want to get to grips with one of the latest crazes to hit the online mainstream.

Me ++
Chronicles of the future don't come richer, better grounded or more intense than Mitchell's trilogy of the networked world. Me ++ untangles the way fleshware weaves into the urban futurescape with such clarity and intensity you're left reeling.

Digital Intelligence
Your monthly digest of digital market research.

Digital Strategy Consulting Limited
Tel +44 (0)20 7244 9661
Fax +44 (0)20 7168 2659
Email TheTeam@DigitalStrategyConsulting.com
Company 4342606
The Digital Hub, 34 Kenway Road, Kensington, London SW5 0RR, UK

Our company support programmes includes

- Coaching and mentoring for senior management
- Customised in-company training programmes
- Management clinics for critical issues
- Workshops for staff at all levels
- Research briefing services
- Training and development

To find out more about our knowledge development programme click on to digitalstrategyconsulting.com

Resources & Links

DigitalStrategyConsulting.com for further insight reports about marketing and commerce in the digital networked economy

Digital Intelligence for a monthly download of the latest research into the growth of digital media and marketing