

## Digital Knowledge Bank Research and insights

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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.

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#### Your details

Name	Job title
Signature	Date
Company	Email address
Work telephone number	

#### What's next?

Check the boxes of the research you'd like, and hand this to a member of the Digital team. You can fax it to us at +44 (0)20 7168 2659 or email [TheTeam@DigitalStrategyConsulting.com](mailto:TheTeam@DigitalStrategyConsulting.com)

#### About our email briefings

By applying for research papers or other materials from Digital Strategy Consulting, you agree to join our client briefing service and agree that we can email you research materials and news that we believe you might be interested in. These mailings are normally weekly and you can unsubscribe at any time.

#### 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](http://CraigsList.org)
- Richard Duvall  
Founder & CEO, [Zopa.com](http://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  
tracking 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.

- March 2006
- February 2006
- January 2006

## 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**

## 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](http://digitalstrategyconsulting.com)



Making sense of a digital world

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