

weconverse  
MCOUACLRG

assumption

we students / citizens / consumers are

educated  
connected  
conversant

**we**

know more than I do!

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towards conversing communities

Gatarski, R. and Lundkvist, A. (1997) Interactive Media face Artificial Consumers and marketing theory must re-think, see www.fek.su.se/home/rgj/rjmfacc

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scientific knowledge

school ?

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an obsolete institution

article discussion view source history

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School

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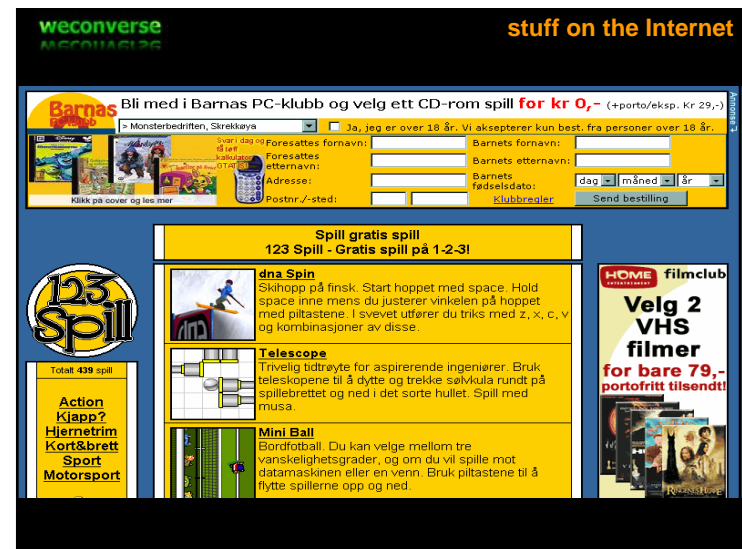
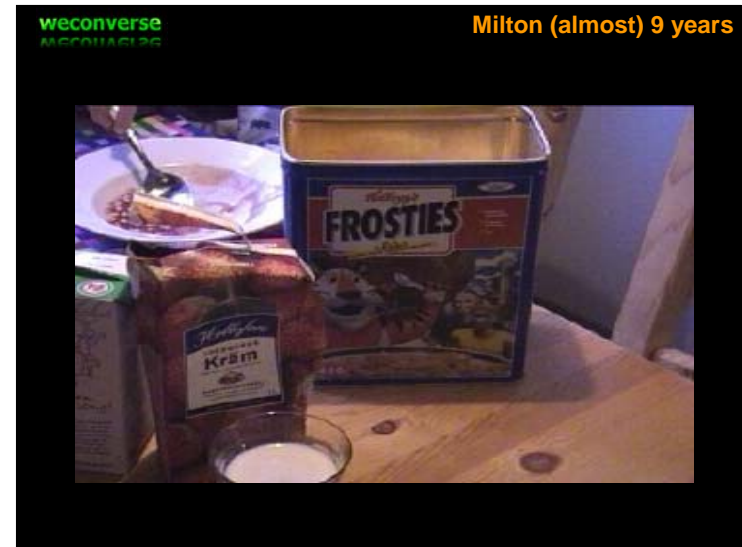
This article is about institutions for learning. For the concept of "schooling", see Education. For other uses of the word "school", see School (disambiguation) or Educational institution.

A school is an institution where students (or "pupils") learn while under the supervision of teachers. In most systems of formal education, students progress through a series of schools: primary school, secondary school, and possibly a university, vocational school or a college. A school may also be dedicated to one particular field, such as a school of economics or a school of dance. In homeschooling and online schools, teaching and learning take place outside of a traditional school building.

Schools Portal

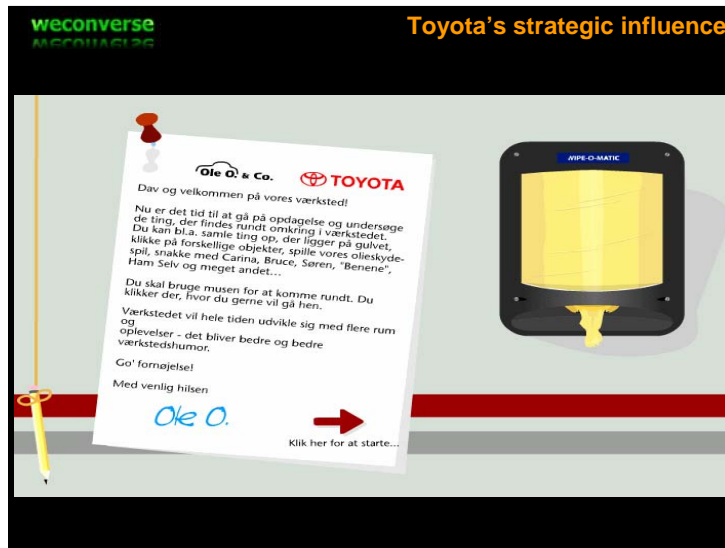
University Portal

Education Portal



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**Toyota's strategic influence**



**Ole O. & Co. TOYOTA**

Dav og velkommen på vores værksted!

Nu er det tid til at gå på opdagelse og undersøge de ting, der findes rundt omkring i værkstedet. Du kan bl.a. samle ting op, der ligger på gulvet, klikke på forskellige objekter, spille vores oleskydespil, snakke med Carina, Bruce, Søren, "Benene", Ham Selv og meget andet...

Du skal bruge musen for at komme rundt. Du klikker der, hvor du gerne vil gå hen.

Værkstedet vil hele tiden udvikle sig med flere rum og oplevelser - det bliver bedre og bedre værkstedshumor.

Go' fornøjelse!

Med venlig hilsen  
**Ole O.**

Klik her for at starte...

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**tweens (8-14 years)**



**MARTIN LINDSTROM**  
with Patricia B. Seybold  
**BRAND child**

Remarkable Insights into the minds of today's global kids and their relationships with brands

powerful and smart consumer group  
influence USD 1 880 000 000 / year  
"brand image" experts  
connected

source: www.brandchild.com

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**tween media preferences**

1. online
2. school
3. field
4. mass media

Source: Martin Lindstrom

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**the value of the brand**



"linking value"  
(as opposed to "use value") is  
what the brand provides to support  
the social links in the tribe

Bernard Cova, 1993

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marketing and value formation

"For the post modern generation, the modern structure of education [schools] is aimless, if not redundant."

"[Images] that define the goals of the post modern generation are not acquired in [schools] but through the marketing systems. Therefore, the more fundamental education, one of goals, values, meanings, and desires already takes place through exposure to marketing culture."

Source: Venkatesh, A., Sherry, J. F., Firat, A.F. (1993) Postmodernism and the marketing imaginary, *International Journal of research in Marketing*, vol. 10, pp 215-223.

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brand value

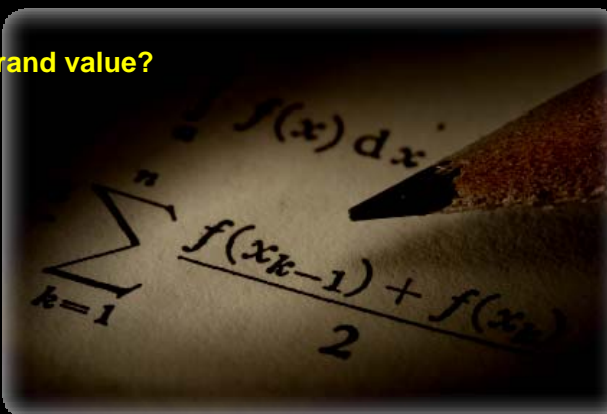
modern:  
promote end use of goods

postmodern:  
tool for identity management

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math

brand value?



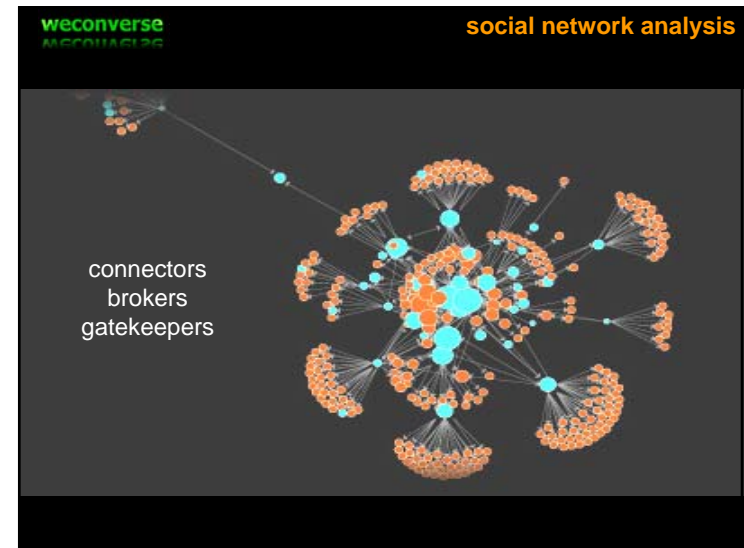
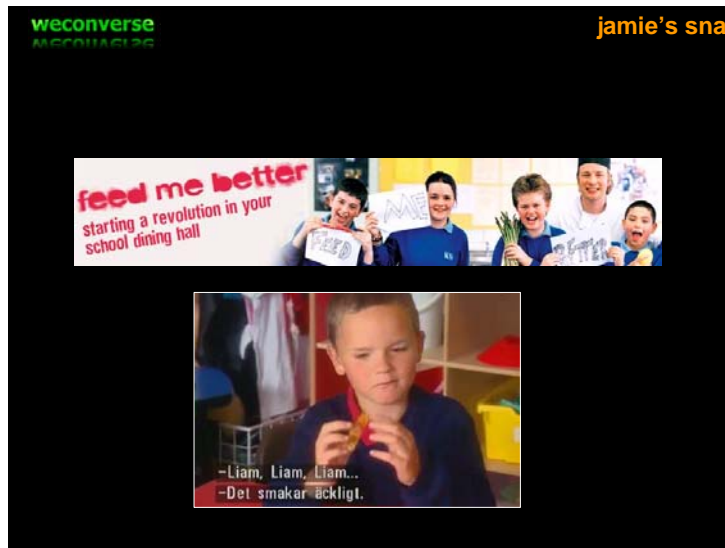
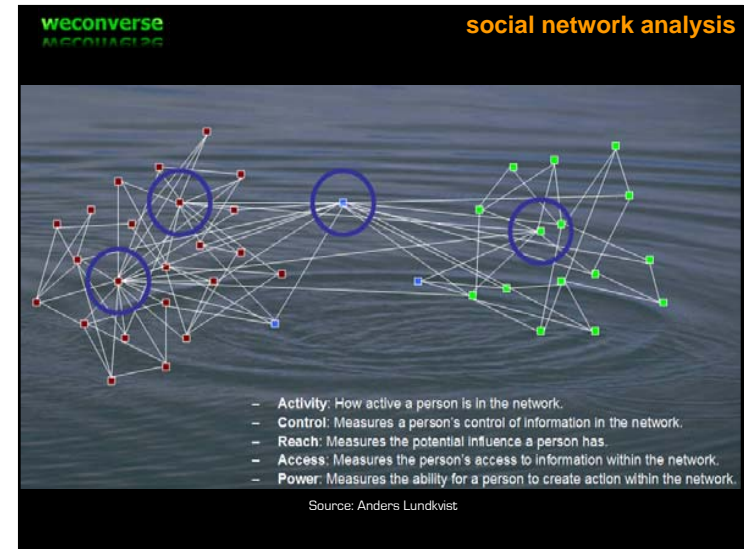
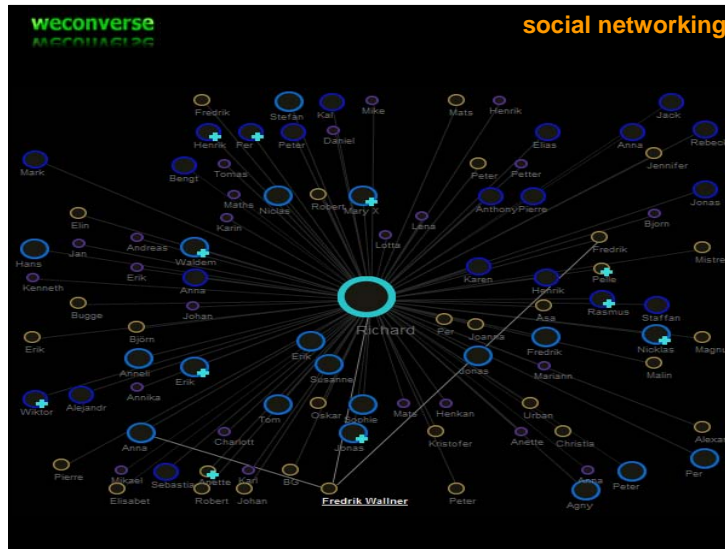
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growing market



**Picking up the pieces**

Notschool.net is our flagship community for the at risk and disaffected for whom school and other forms of alternative education do not fit.



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**mashup 1**

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**mashup 2**

sex, money and health

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**mashup 3**

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**summary**

re-think

1. see networks
2. steal from marketing
3. make many experiments
4. share through conversations

forget school



