

**EPO2**





ARTISTE : DAMSO  
TITRE : QALF  
DURÉE : 48'08



CD QALF  
€12,99

RECOMMANDER

A PROPOS

CD  
Damas

LEON

Her Last Days  
Paroles de confidant

# QALF



Choose a ride, or swipe up for more



**PNL** 👤 4

**0,00 €**

10:56 à destination



**Pool**

**8,88 €**

11:01-11:13

~~10,70 €~~



**UberX**

**11,11 €**

10:55

~~13,38 €~~





  
AMANDINE  
PÉCHIODAT

==

BLA  
BLA  
BLA

ÉCRITURE

MOTS

RACONTER



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**FKLG.**

bref. j'fais des cours

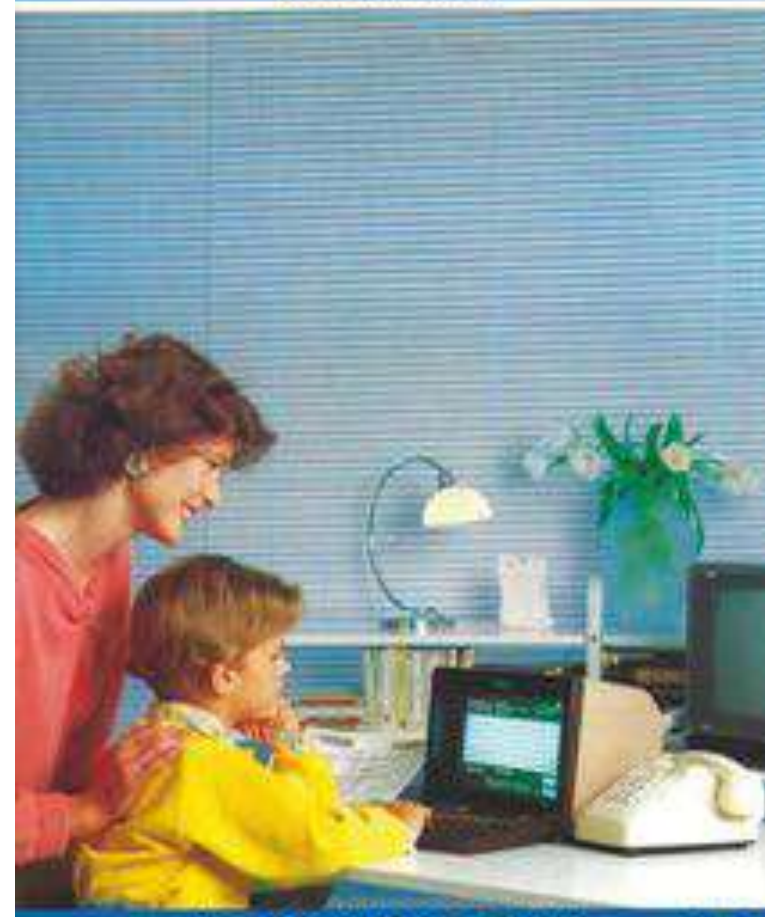
If you're not on Google,  
You don't exist





# TELEMARKET

SUPERMARCHÉ



VOS COURSES A DOMICILE N° 5

## A propos de Telemarket.fr



Depuis le 13 Juin 2013, la société Telemarket a cessé toute activité.  
Depuis mai 2014 le site internet Telemarket.fr propose gratuitement aux internautes un panel de remises immédiates pour se faire livrer ses courses à domicile ou essayer le retrait en magasin ou en supermarché drive.

[En savoir plus](#)



# 74 milliards en 1 jour

## 2020 天猫双11 全球狂欢季

2020 天猫双11 全球狂欢季 (11.1-11.11)

成交额 **4982 亿**

\$74.10 billion GMV generated in USD  
AS ONE HUNDRED & TWENTY-NINE BILLION

31766 个海外品牌

105 个产业成交破 1 亿元

210 万线下小店参与

覆盖 1406 个县域的 41 万款农产品

38 万个来自贫困县的店铺加入

直播交易额 15 万亿元

**OPEN**



TenCent WeChat MiniProgram SDK opensource





Hubert Kratiroff

France



Scan the QR code to add me on WeChat



Mini Program







INTRODUCING  
**amazon go**

YouTube





## Are you looking for a full-time or part-time job in San Francisco?

Signup to shop with Instacart and become your own boss instead. Choose between being a [Full-Service Shopper](#) or an [In-Store Shopper](#) and start making great money on your own schedule. Enjoy the flexibility of choosing when, where, and how much you earn.

# instacart

Shop from these popular stores near San Francisco



Andronico's  
Community  
Markets



Bi-Rite Market



Costco



CVS Pharmacy®



Falletti Foods



Gus's Community  
Market

## Why become an Instacart Shopper?



### Earn extra money shopping for others

As a shopper, you go to the grocery store like normal, except you're getting paid to shop for others.



### Work whenever it works for you

With no set hours or days, you can shop as much or as little as you want, anytime you want.

## Your Social Selling Index

Top Industry SSI rank

1%

Top Network SSI rank

3%

### Current Social Selling Index



73  
out of 100

#### Four components of your score



### People in your industry



31  
out of 100

Sales professionals in the Computer Software industry have an average SSI of 31.

You rank in the top 1%

→ Top 2% score last week

### People in your network



41  
out of 100

People in your network have an average SSI of 41.

You rank in the top 3%

→ Top 4% score last week



#somegoodnews

Some Good News with John Krasinski: The SGN Community Episode! (Ep. 8)

2376963 views · 17 May 2020

👍 94K 🗨️ 679 ➦ PARTAGER 📄 ENREGISTRER ...

## La définition du mot "Crise" en chinois

Crise

危机

DANGER

OPPORTUNITE

Le mot CRISE est composé de deux caractères. Le premier caractère « danger » représente un homme au bord d'un précipice. Le second, souvent associé au vocabulaire des machines, signifie opportunité / chance lorsqu'il est associé à 會

La sémantique chinoise est dans ce cas plus positive en évoquant le caractère favorable que peut représenter une crise pour une organisation.

***#neWWorld***

学习

xué xí

étudier / apprendre / apprentissage / imiter

[+] Syn.

En chinois, le même mot (xue) signifie à la fois copier et apprendre.

# XUE

Google Translate

Chinese ↔ English

CHINESE

xue

学

Camera Handwriting Conversation Voice

ENGLISH

learn

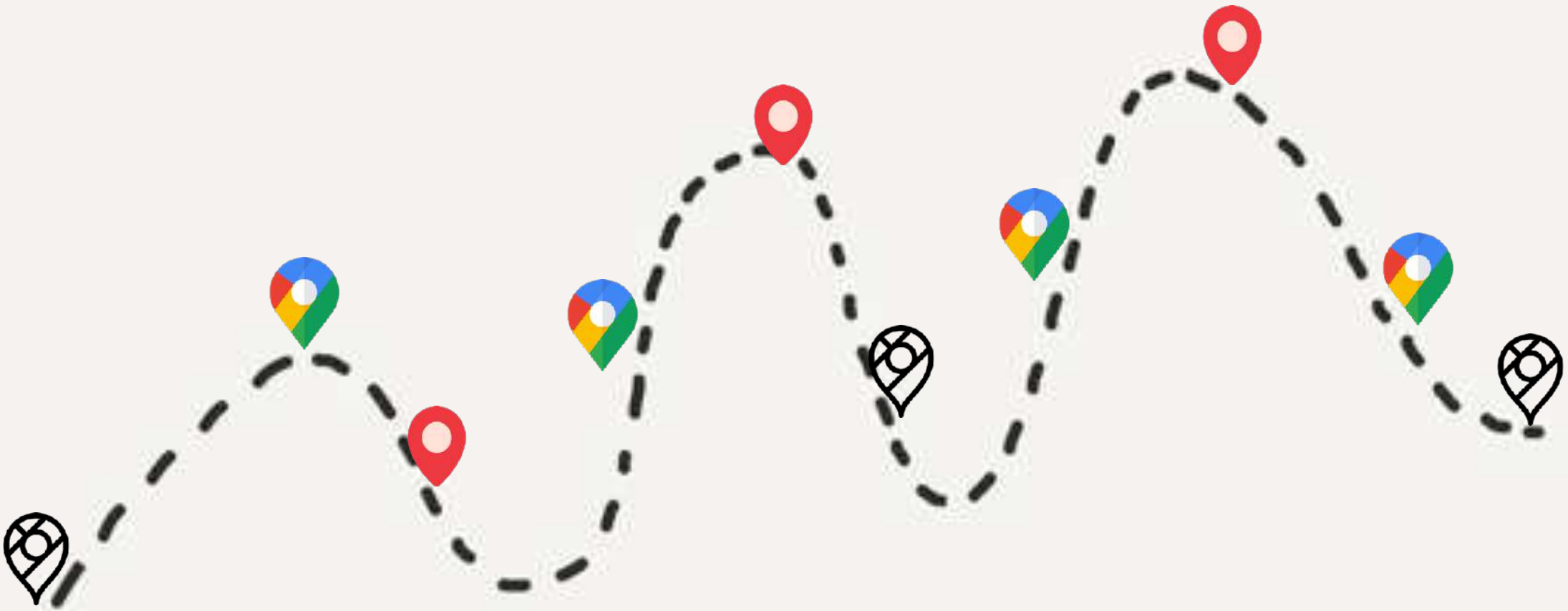
ALTERNATE TRANSLATIONS

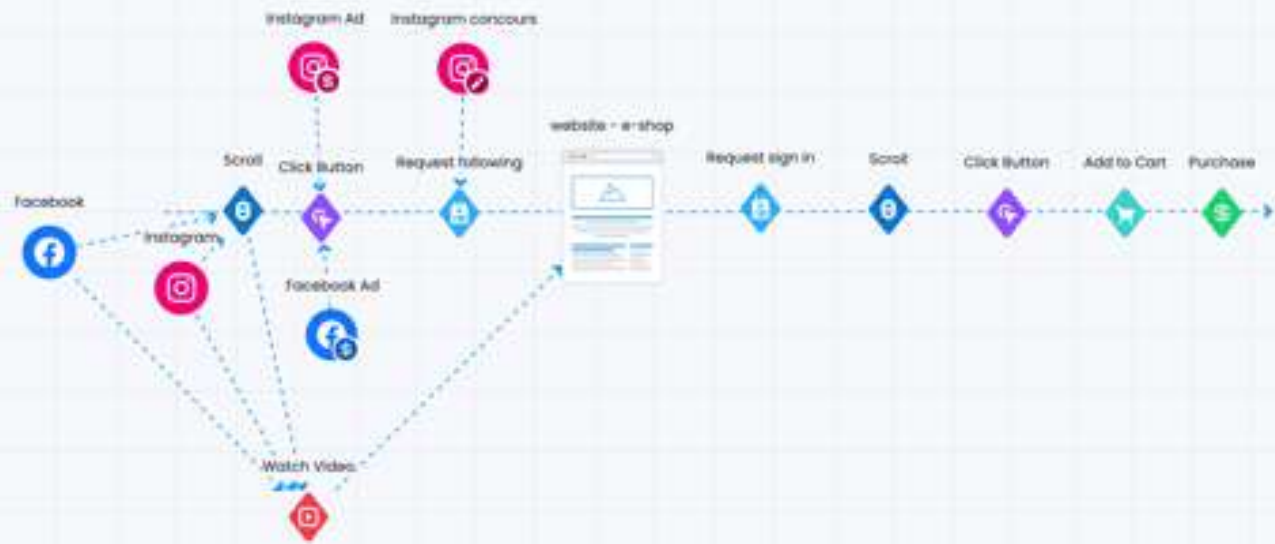
*verb*

**learn**  
学习、学、学会、得知、记住、知悉

**study**  
研究、学习、学、考察、研、读书

**imitate**  
模拟、模仿、仿、仿效、仿照、学







# What is Product Live ?

Product Live is the most complete set of solutions to manage a distributed catalog.



## Catalog Manager

Centralize, enrich and make accessible your catalog of products. Without changing your existing tools.



## Product Sync

Make available your products to your retail network. For all your retailers.



## Global Collect

Collect product data in your format. From all your suppliers and vendors.



# PIM

## Product information management

PIM, pour la gestion multicanal du catalogue "produits"

known as PDM (Product Data Management), product MDM (Master Data Management)

Optimise your multi-channel strategy by centralising product information





# PIM

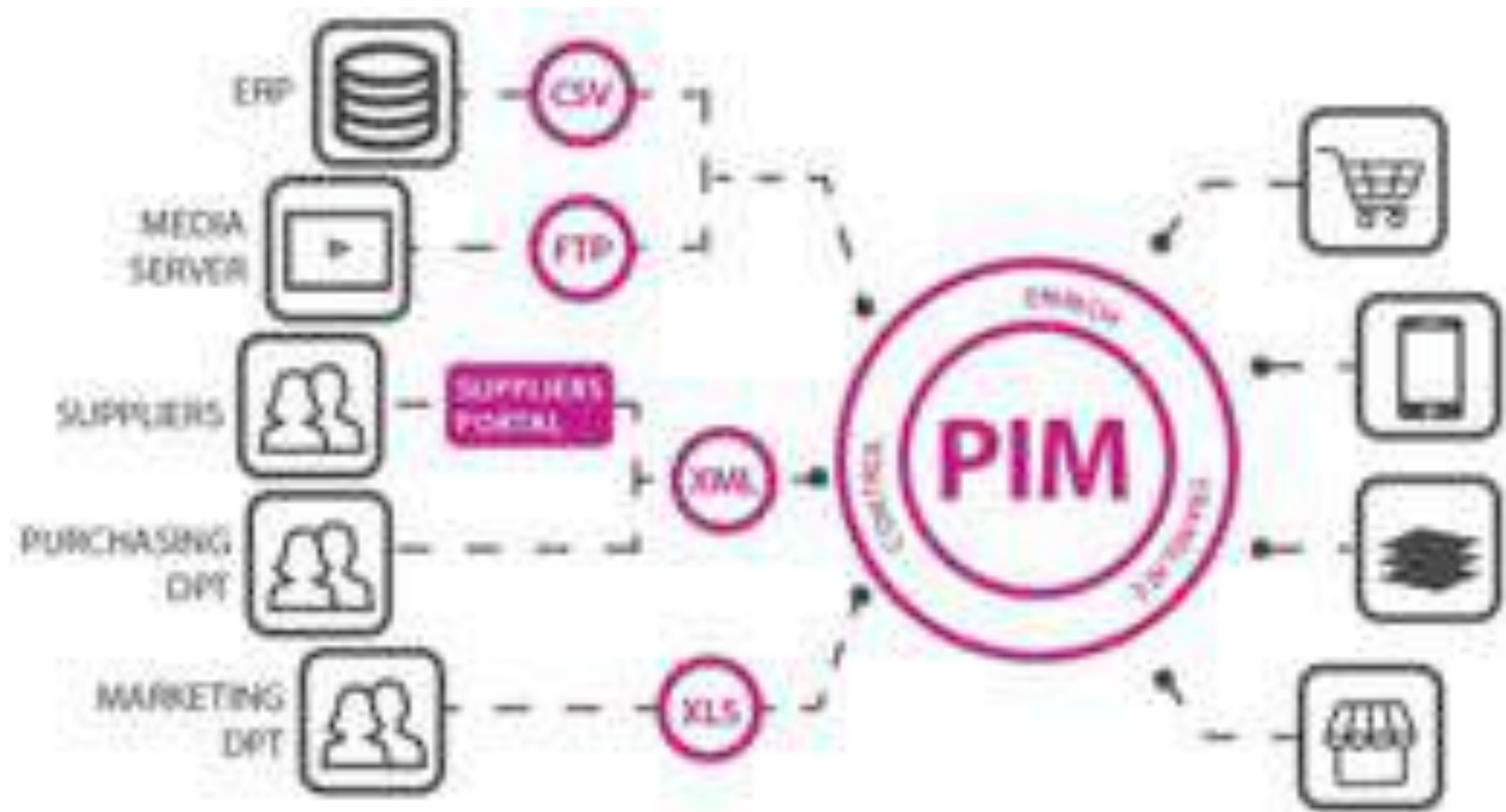
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**UX-CX**

**content**

**omnicanal**

**growth  
hacking**

**plateform**

**ZMOT**

**stratégies  
digitales**

**ABM**

**SEO-A**

**copy  
cat**

**data  
driven**

**collaborative  
mutuelle**

**freemium**

**inbound**

**servicisation**

**attribution  
contribution**

	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5	 Marlboro	38,510	 facebook	129,800
6	 Walmart	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent INC.	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723

G A F A



GAFA

NATU

BAT

G A F A M S

N A T U B E Y

B A T X B D H D

AirBnB

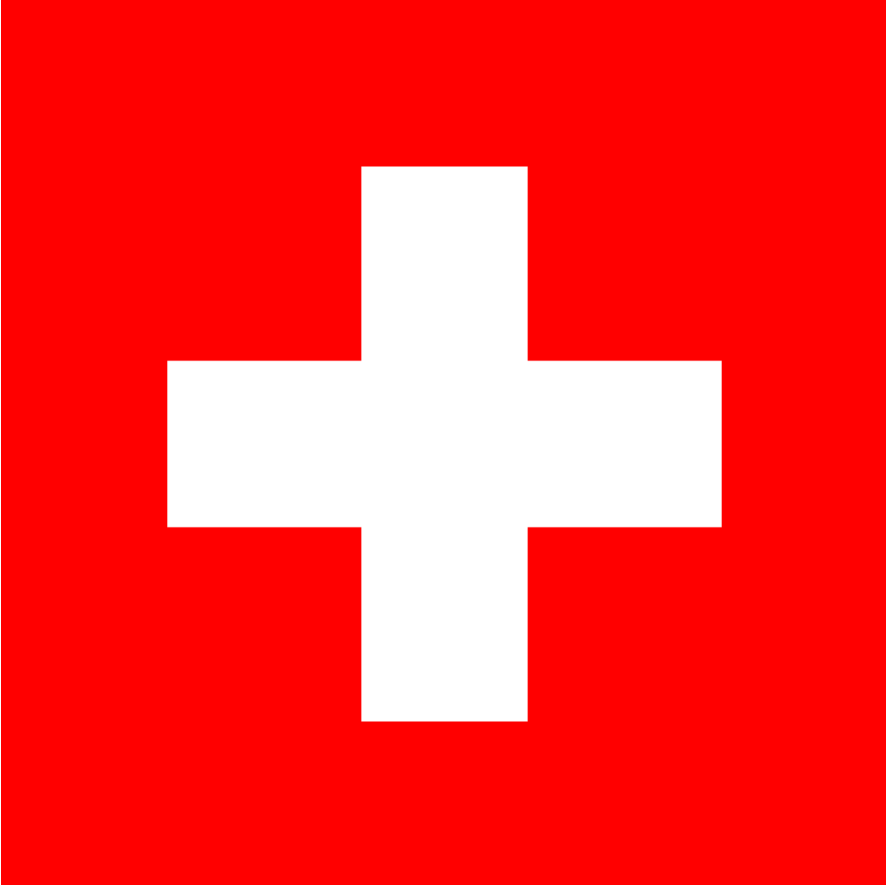
≠

WeWork

# Nouveaux Business Modèles

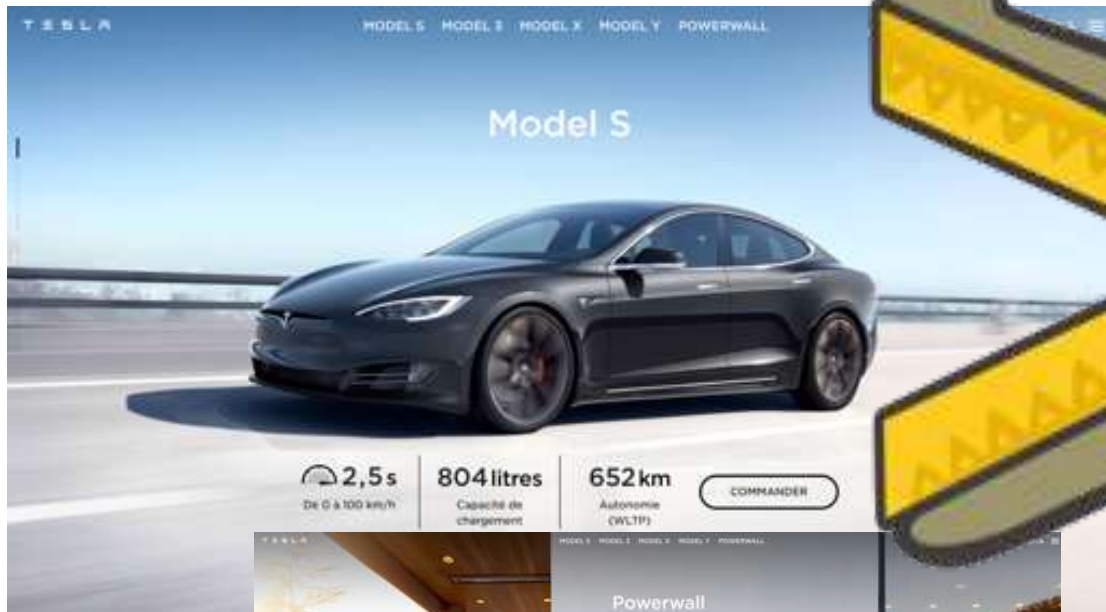


**ROLEX**









NETFLIX



Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
<b>10</b>	<b>Ant Financial</b>	<b>150</b>
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47







Skip Maurice ▶





DNVB = DTC



Digital Native Vertical Brand

**DC**

le slip français jimmy fairly

made.com veja

maison standard

tediber Michel

Augustin

bergamotte Dollar Save





The Mattress



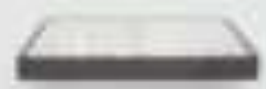
The Sheets



The Pillow



The Dog Mattress



The Foundation



## LIVE THE DREAM

The perfect mattress, sheets, and pillow for everyone

Matelas CASPER  
Casper Mattress

# JIMMY FAIRLY

Homme

Femme

Buy one, give one

Notre histoire

Inspiration

Stores

A photograph of a person's hands holding a red flag against a cloudy sky. The text "NOTRE HISTOIRE" is overlaid in white capital letters.

## NOTRE HISTOIRE

*“ Nous avons fondé Jimmy Fairly sur une idée forte : proposer une collection de lunettes haut de gamme à un prix révolutionnaire et avec un impact social positif. ”*





RIEN À PERDRE  
TOUT À GAGNER  
RÉSISTE À TOUT  
ATTAQUE TOUT  
RISQUE IMMENSE POUR  
LES RENTIERS



HARVARD BUSINESS REVIEW PRESS

**REINVENT**

**YOUR**

**BUSINESS**

**MODEL**

.....  
**How to Seize the White Space  
for Transformative Growth**  
.....

*Foreword by* CLAYTON M. CHRISTENSEN

**MARK W. JOHNSON**

# STRATÉGIE DIGITALES

# 3



**UX-CX**

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**attribution  
contribution**

**servicisation**

# Stratégies Digitales :

1/ énumération

2/ choix (une par groupe)

3/ quatre slides

définition principes intérêt mise en place moyens  
illustrations exemples storytelling § mémoire

4/ présentation



A blurred night scene of a festival or outdoor event. The background is filled with warm, glowing string lights and the silhouettes of people walking. The overall atmosphere is festive and lively. Overlaid on the center of the image is the text 'UX' in a large, bold, light blue font.

UX

***UX*** **=>** ***UE***

***user engagement***

*UX > CX*

*nombre  
plus de user que de client*

**CX > UX**

*qualité*

*plus de contact avec les clients*