

[youtube:http://www.youtube.com/?v=iZSoiY3sTuk auto]

Future of online brand development, advertising, marketing and corporate image. How corporate image is being challenged by social networks such as FaceBook, Twitter, LinkedIn, Blogs, YouTube and other online communities. Why trust has fallen in corporate brand messages. How to use social networking and viral marketing to strengthen brands. How online image is affecting investment, recruitment, workplace morale, staff retention and the war for talent. How to make keep your brand in the mind of consumers and customers. Video of Q and A session with CEOs and senior business leaders by [Futurist](#) conference keynote speaker: Patrick Dixon at Stein Am Rhein, facilitated by Professor Prabhu Gupta, UBS Wolfsburg.

See more from: [Patrick Dixon on YouTube](#)