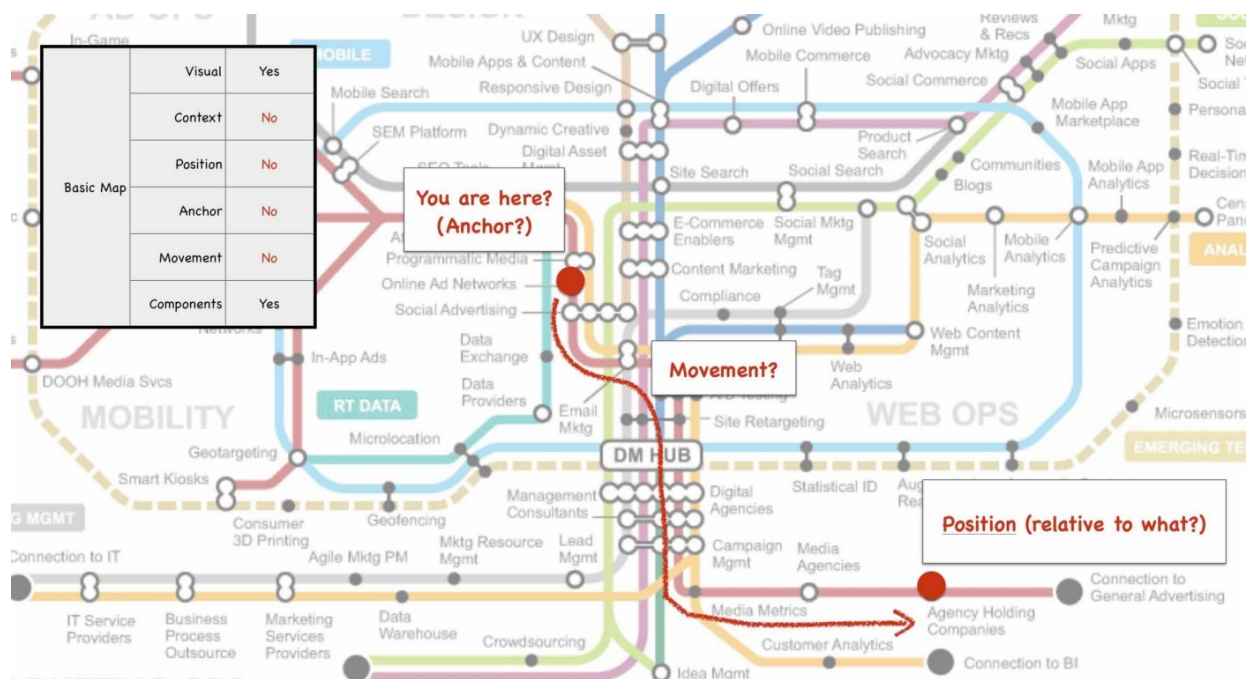


Companies you need to travel through social advertising then email marketing then digital agencies then management consultants then campaign management then media metrics then media agencies to reach the destination. Is this true? On what basis is that movement consistent and justified? I'm afraid this is not a map, it's a diagram of loosely connected concepts and questionable relationships. It's about as un-map like as you can make it, with only two redeeming qualities of being visual and having components.

Figure 149 — A tube “map” of the digital world



So, why does this matter and what has this got to do with execution? Without maps then situational awareness will be poor. In 2008, I was still firmly under the illusion that people were just keeping their maps secret from me but doubts were growing. I started to have this notion that some companies might actually be blind to change and if people