





Patterns



Per capita cheese consumption

correlates with

Number of people who died by becoming tangled in their bedsheets

2000 2005 2002 2003 2004 2005 2006 2007 2008 2009

Divorce rate in Maine

correlates with

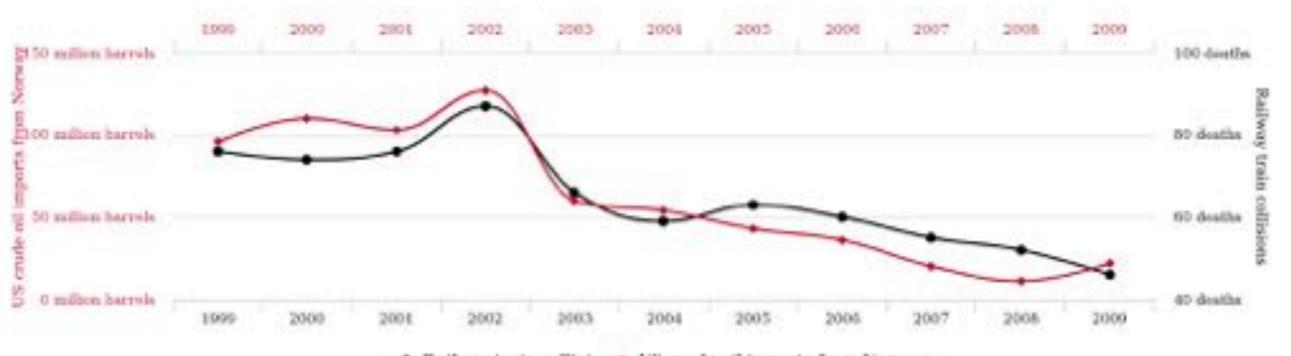
Per capita consumption of margarine

US crude oil importe from Norway

US crude oil imports from Norway

correlates with

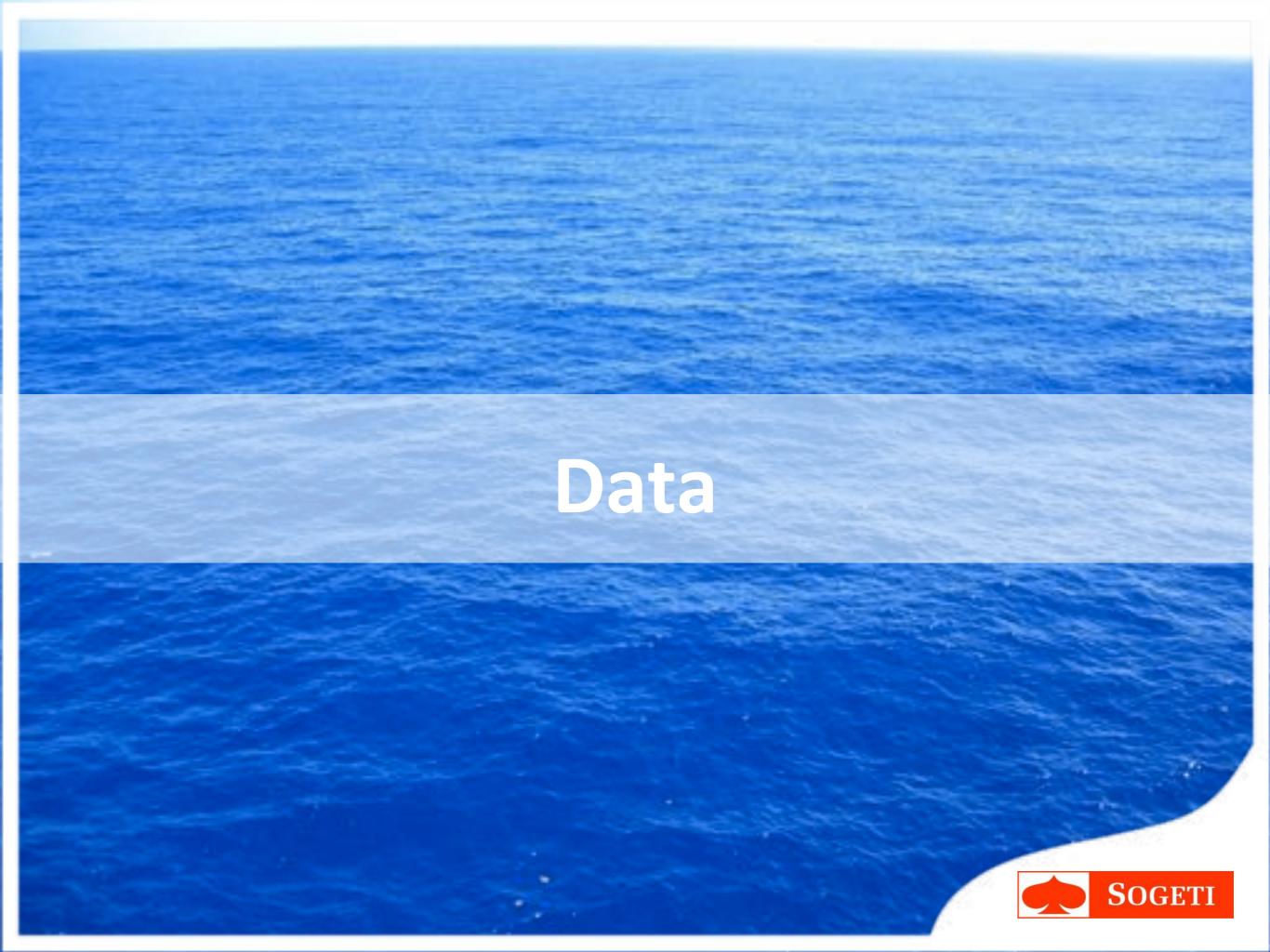
Drivers killed in collision with railway train



◆ Railway train collision ★ US crude oil imports from Norway

Althorapping State

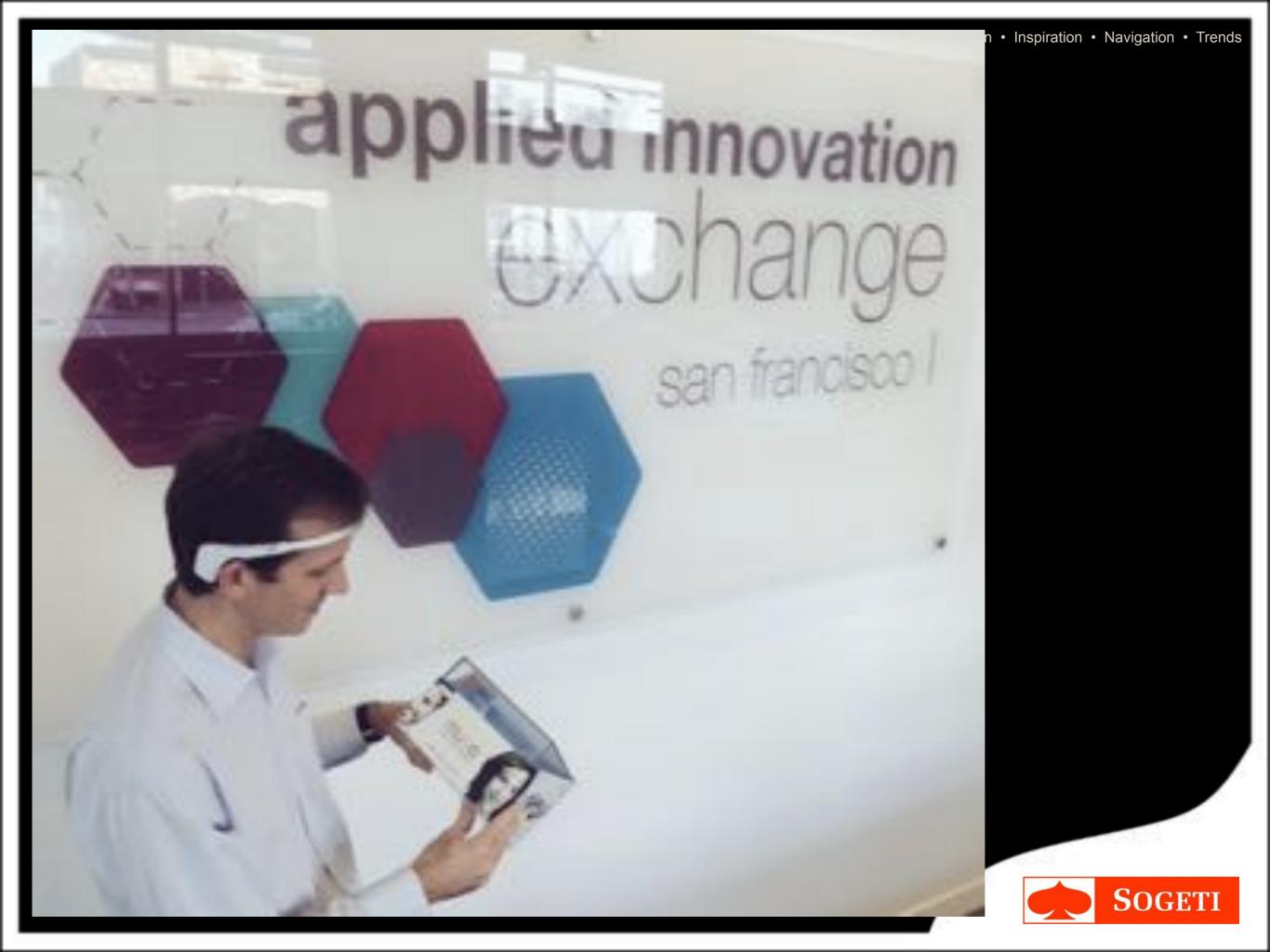


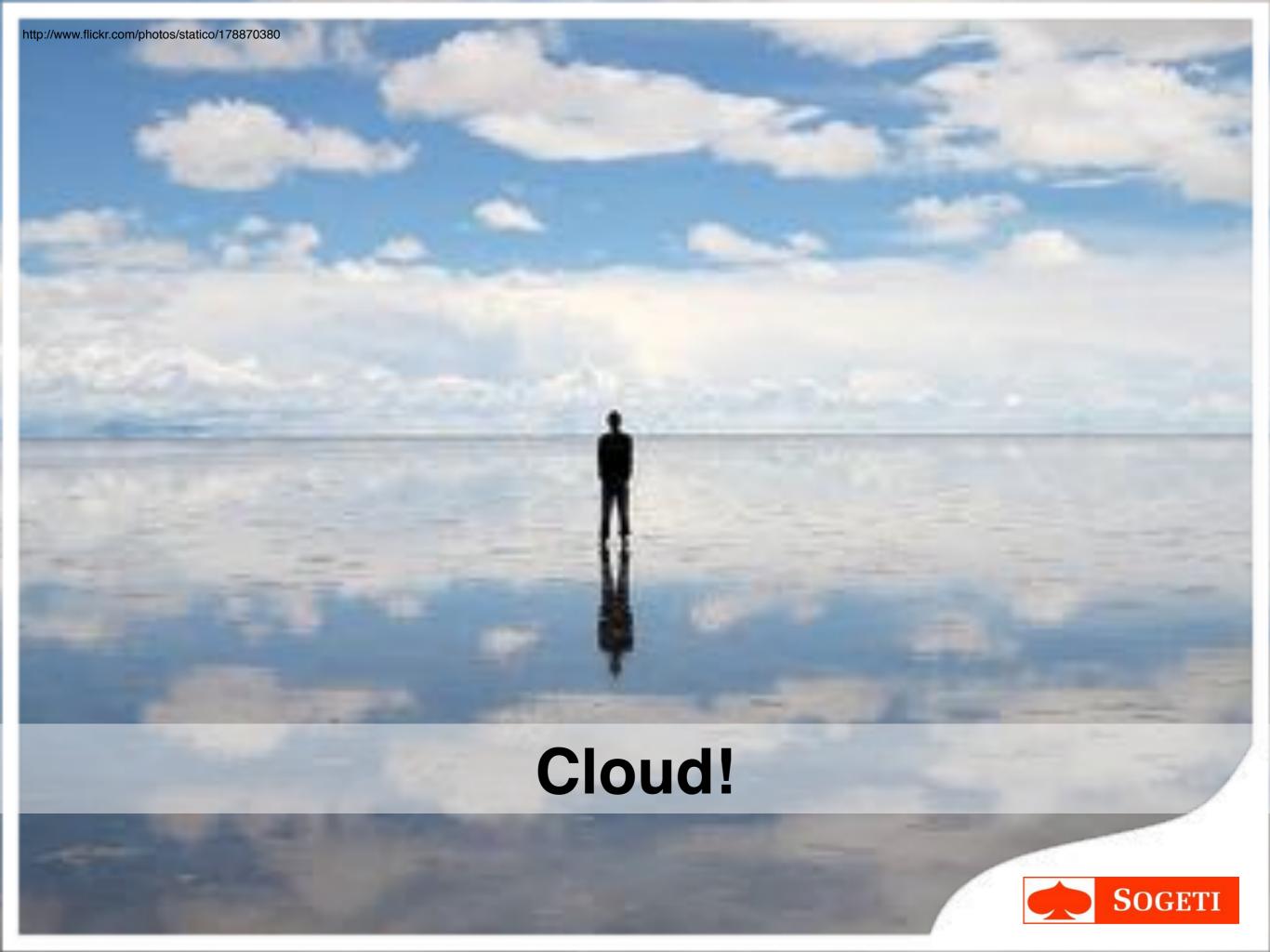






















What we read, How we play, Who we love, When we sleep, How we drive, What we like, What we say, What we do, Where we go, How we're built, What information we get, What we feel, What we eat, What we see, What we hear, What we search for, What we buy

Trigger
+
Likes, Wants, Needs
=
Action

What defines you?

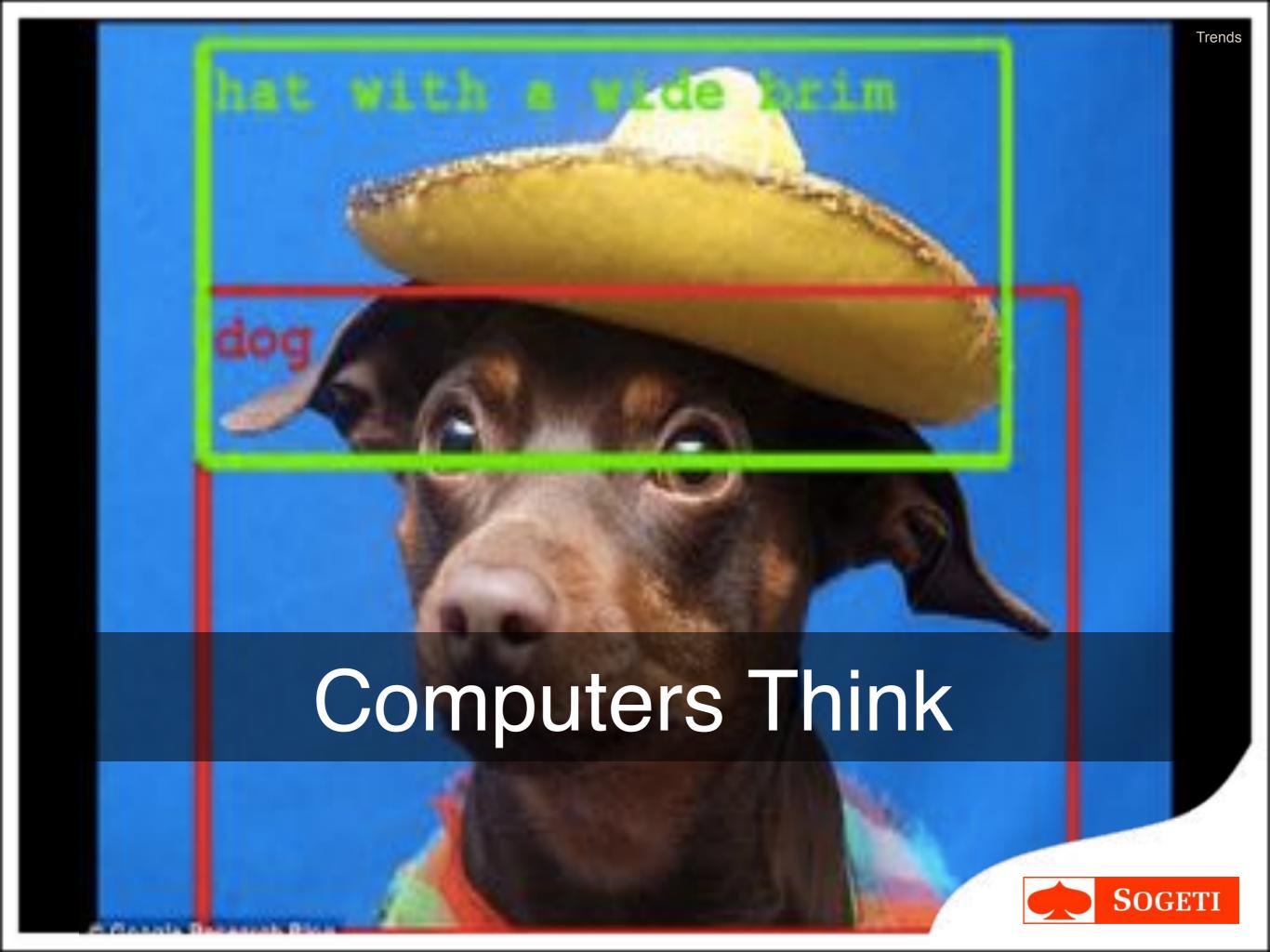


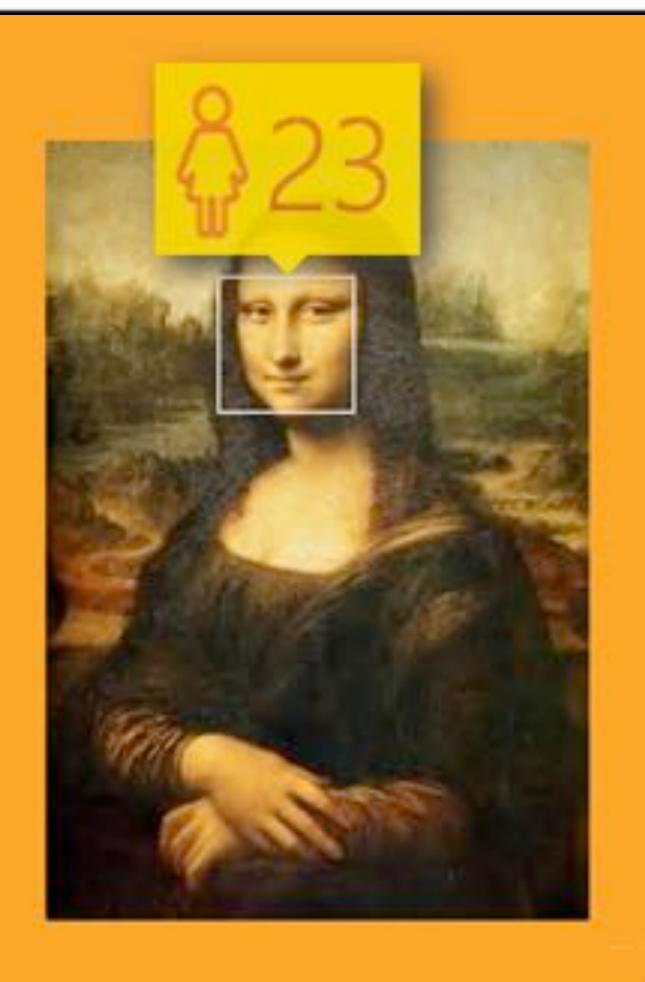




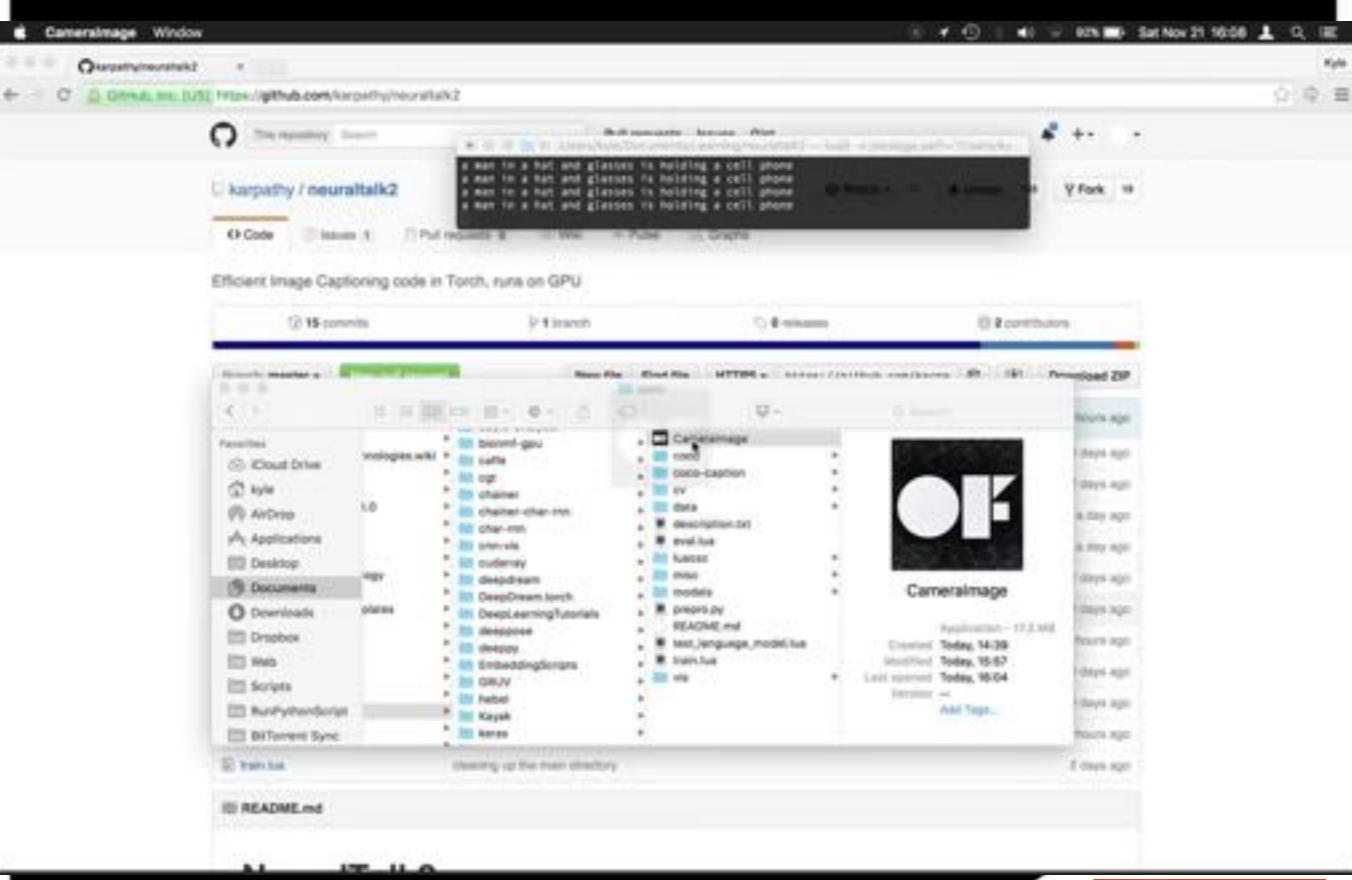
The end of the beginning?



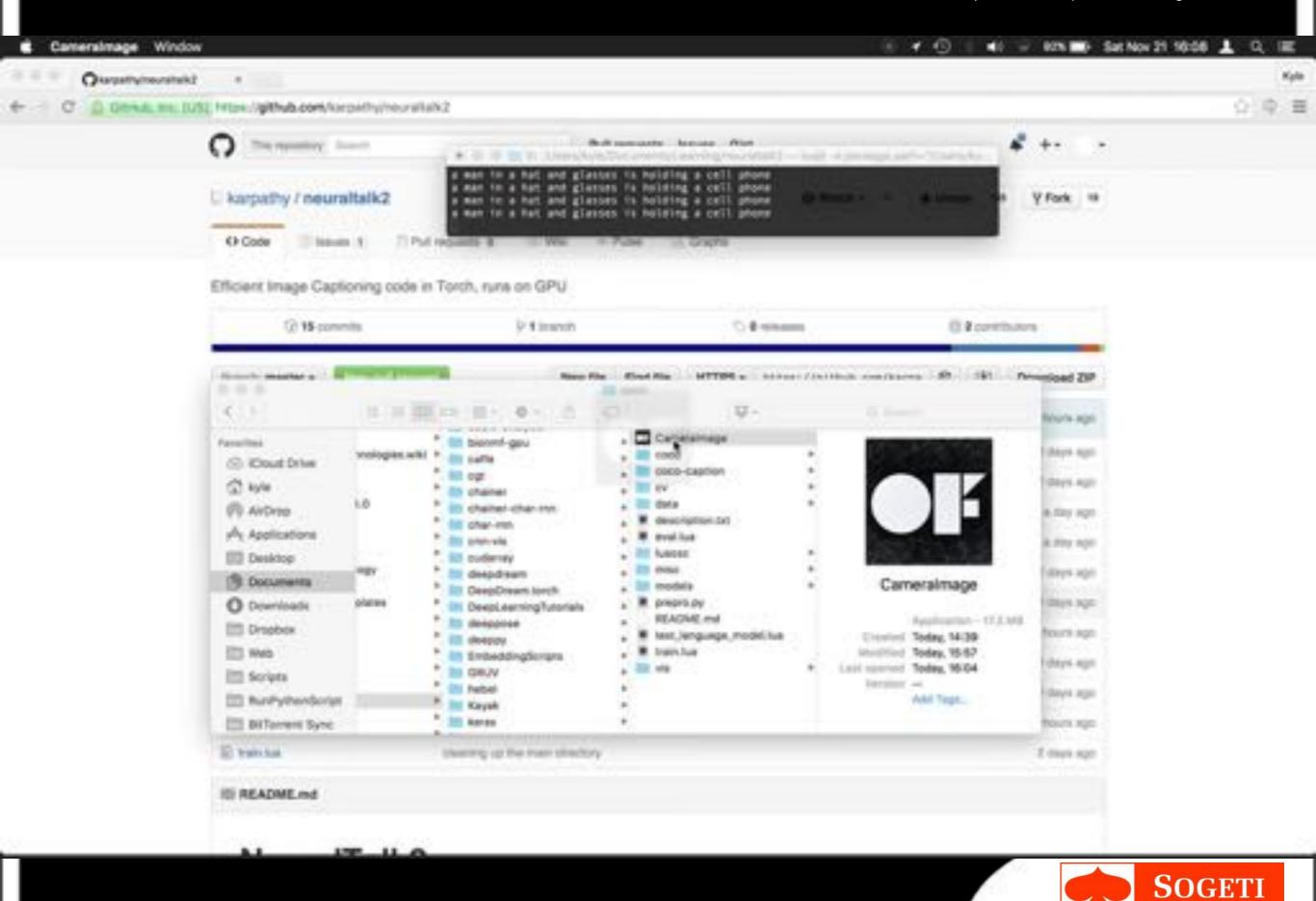


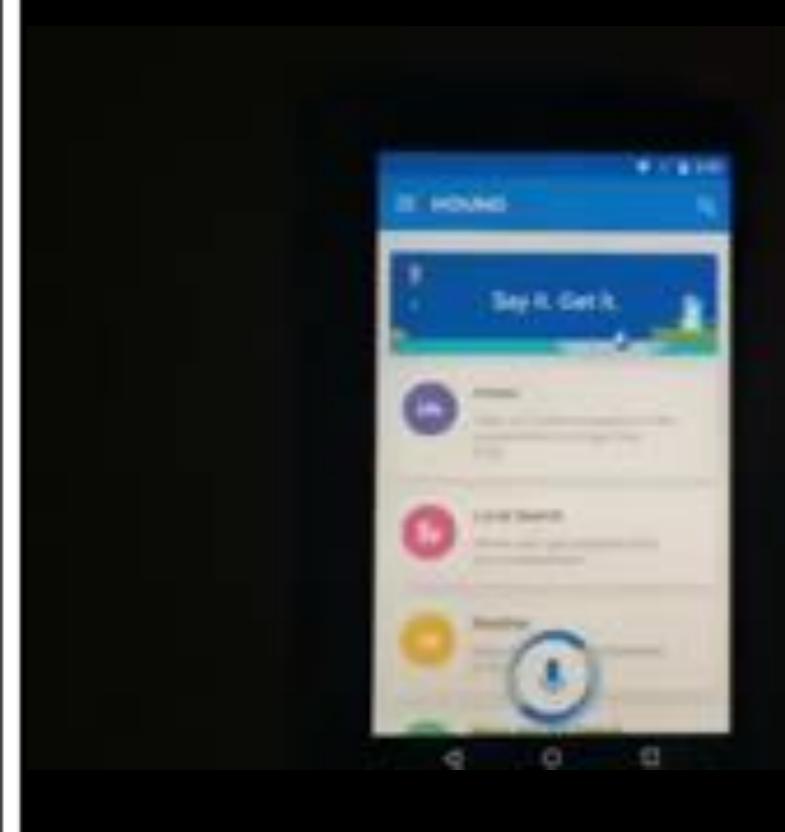




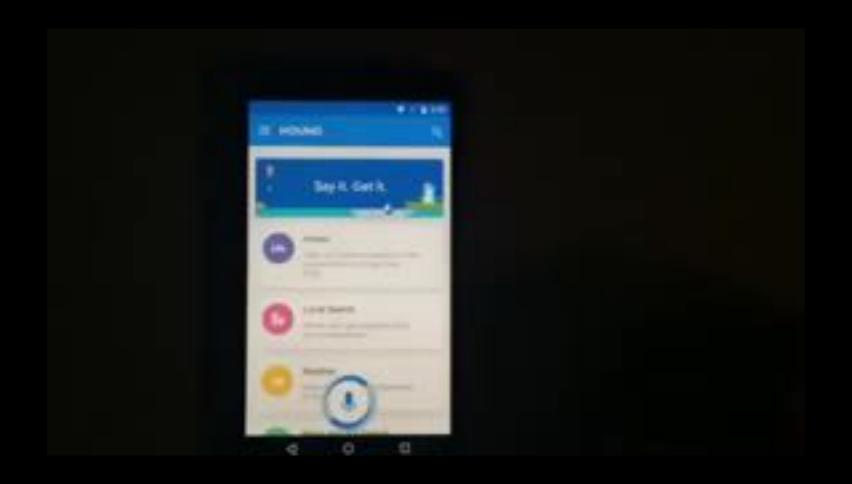
























Five closing thoughts



1. IQ in the Cloud



2. The Company Avatar

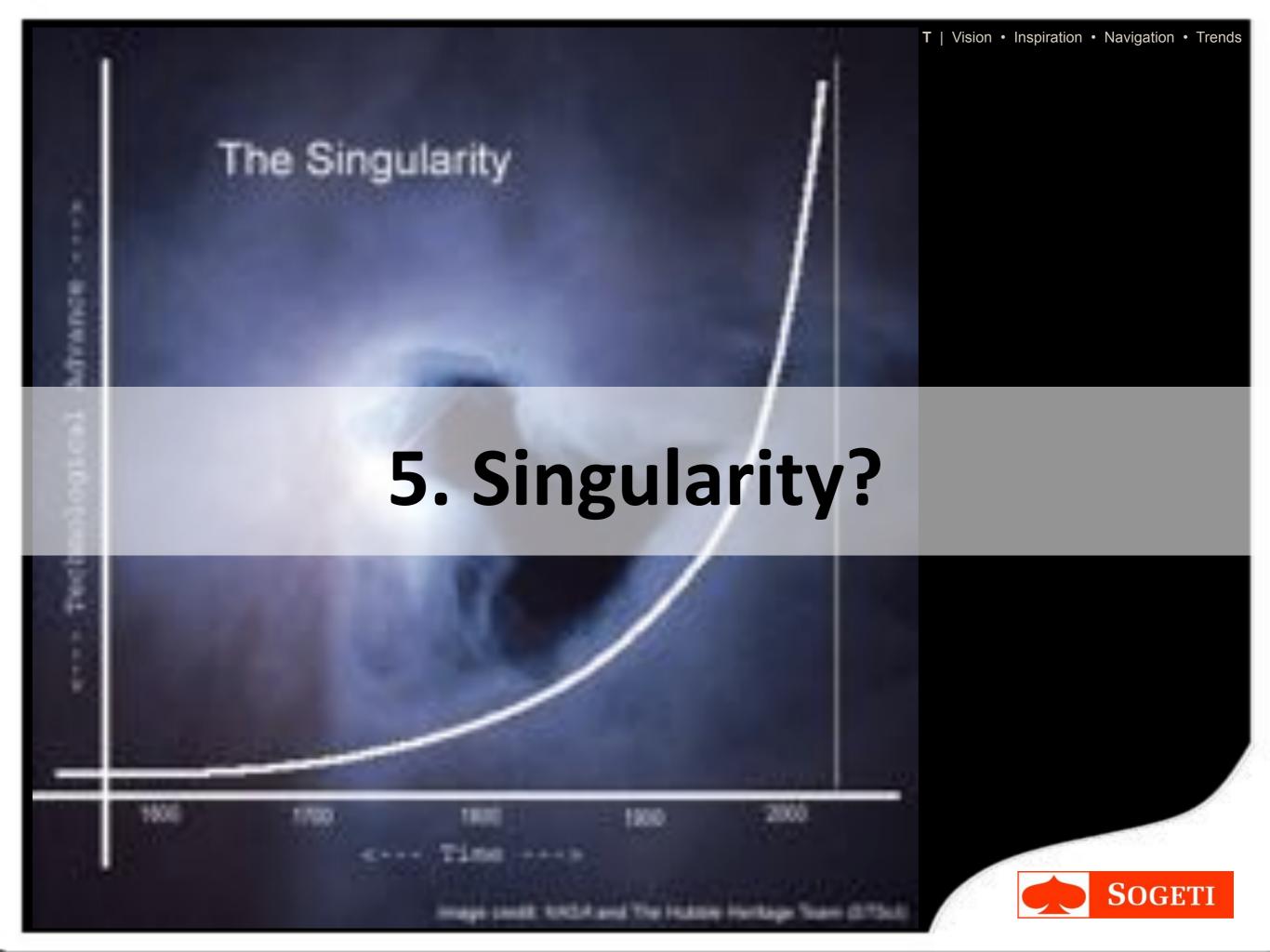


3. The end of Programming



4. Dream









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