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1.How does Cobley connect the ideas of brands and force? What is his point about brands?

The more the mass of an object the more force is needed to move it, it’s the same with brands, the more mass of a brand the more baggage it has, more force is needed to change it’s positioning.

2. Do consumers act in the ways that they say they do? Why or why not? What is the lesson for marketing in this?

The Heisenburg principle would say that their behaviors change when they’re being monitored or studied. Consumers don’t seem to act in the way they say they do, they talk about moms feeding their kids healthy food, but then they go out to McDonalds.

3. Why do brands need to be careful about not making mistakes?

He says that one bad week can undermine decades of hard work.

4. Do companies have control over their brands in today's world? Why or why not?

He gives the example that 30 years ago one person could define a brand and make it what it was. Now you put it out there and it gets reworked, dispersed like his physics example of entropy.

5. The video shows how physics can help improve marketing. Think of a specific insight or idea from a field other than business and discuss how this idea or insight could help you as an entrepreneur.

In farming you can sheer a sheep many times but you can only skin it once or butcher it once. In business, you can do business with people many times, but you can only hurt them once. You can only get such a good deal that it only hurts the other party once.

1.How did Elk become an entrepreneurship?

He saw a particular need at a particular time that no one else was addressing and addressed it.

2. Why is problem-solving important in entrepreneurship?

Because this is why businesses exist, is to address a particular need. If a business isn’t solving a problem for anyone, it’s likely to go out of business.

3. Do you think you are a problem-solver? Why or why not?

I think so because with technology, I often will have solutions problems that other people may not have thought of, an example is that when a motherboard seems to not work, removing the motherboard clock battery and putting it back in will sometimes solve the problem. More often than not, people do not think to try this.