



Optimistic globalization of the mass media

When success emerge on bet for the collective intelligence of markets

2009-07-07

If anything is distinctive about [The Economist](#) (as a key media, magazine and publishing group) it is their elegant irreverence that often shows in their headlines and stands out as part of their core values. Another particular feature is the global distribution of its audience and its segmentation, not only “in-country” markets, but “in-cities” markets and regional targets. Therefore the last presentation in Spain by its CEO, Andrew Rashbass, was of special interest to Bridgedworld.

Thus, in recent weeks we have been participating in forums, round tables and events where issues have arisen such as the [conversion of industries](#) (publishing, textile, media in general), involvement in new markets ([B2B energy from Central Asia](#)) and also, innovation management ([Creativation by Example](#), APD, [HIT](#)). All variables have two common denominators: the “internationalization” (explicitly) and the “interim management” services (within the range of reformulation of management). “Mass Intelligence”, the exposure in reference, has followed this same path.



So then we are pleasantly surprised when the word optimistic returns to the business arena, and the person who carries a major media group is the speaker. Rashbass based his interpretation of the success experienced by **The Economist Group** in identifying the top of Maslow’s pyramid, as the trigger of the growth of collective intelligence “guilty” of increasing its audience.

Today, as the culture does not distinguish between high and low range without an invalid tender in the middle. Between exclusivity and massivity, we reach a segmentation of extra luxury at one end and price bids for the other end. Among both what emerges in the middle, *masstige*. (massive and prestigious between massive and exclusive)

Added to this land recovered, there are other trend projects: mixing & matching different brands of hierarchies, values, prices and attitudes.

At this stage, we arrive via the implementation of the primary needs described by Maslow, reaching self realization, as a recognition of our position (family, work, social) and thus assuming control of consumption and breaking barriers originating from the offering. This dome creates the mass intelligence, which enables the consumer to leap-frog old cultural, social and economic barriers. This phenomenon, which cannot ignore the Internet, globalization, leads us to understand that success comes from TEG. To understand that the reformulation of a medium not only comes from content, but to understand the ways of



consumption of this content when large self-made segments (including those from India, Latin America or the American heartland) are allowed to change trading channels, themed and branded, with total flexibility.

Or just clicking on the next link.

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