



CONTAGIOUS



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Contagious brand ideas from around the world

Mobile technology transforms packaging, brands re-evaluate their presence on Facebook and content creators augment their entertainment properties.

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Brand-funded innovation of 2012

'The creative mind is driving transformational change in business and society!' The Most Contagious companies and ideas of the past year, as celebrated at our inaugural conference.

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From China, with love

Chinese brands can only become truly global when they master the art of brand building and storytelling.

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Seth Godin

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Stories plucked from the pop culture ether

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Transformative telco

Kenya's Safaricom is devoting itself to building services that improve the lives of its 19 million customers. Chloe Markowicz looks at its growing influence in sectors such as health, medicine and energy provision.

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