

Top company and news stories 28 January 2019 - 28 Jan 2019

BY [LEIGH ANDREWS](#)

- Kick off your week with the latest [#BizTrends2019](#) reads:
- Heidi Brauer says being '[on purpose](#)' is nothing more (or less) than strategy;
- Matt Ross on two anti-trend predictions that will be [true in 2019, and 2119](#);
- Sharon Piehl on whether you're [marathon fit](#);
- Eben Esterhuizen on [5 CX tech trends](#) we can't ignore;
- You can also revisit our [#BizTrends2019 special newsletter](#); and
- [Click here](#) to book your seat for BizTrendsLIVE! at Ster-Kinekor Sandton this Thursday, 31 January!
- Entries are open for the inaugural [Marketing Achievement Awards](#)
- Polls are open for Design Indaba's [Most Beautiful Object in SA 2019](#)
- Brand Finance releases the 2019 [Most Valuable Brand Report](#)
- Michael Page releases the 2019 [SA Salary Survey](#)
- [Mobile adspend](#) is expected to top TV across key markets
- [Ubuntu Baba saga](#) knocks public perception of Woolworths
- Ogilvy SA, King James, TBWA ranked in [AdForum Business Creative Report '18](#)
- SABC 8 outraged over [Bosasa funding allegation](#)
- In [#NewBiz](#), Jessica Tennant finds out what's happening with the [M&N Entertainment launch](#)
- This week's [#Newsmakers](#): [Glen Bo](#) of Conversion Science; [Terry Mckenna](#) of The Odd Number
- In [#OrchidsandOnions](#), Brendan Seery explores a [cutting-edge campaign](#)
- Sheila Afari offers take-home lessons from [#VWDriveDry](#)
- In [#FairnessFirst](#), I ask if the shift towards a [cashless society](#) finally decreases inequality
- I also go [#BehindtheSelfie](#) with [Gillian Rightford](#), MD of Adtherapy, speaker at the 2019 Nedbank IMC

Leigh Andrews

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Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an [#Inspiring50](#) 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s [#Bookmarks2020](#) Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

For more, visit: <https://www.bizcommunity.com>