

Top company and news stories 4 February 2019 - 4 Feb 2019

BY [LEIGH ANDREWS](#)

- Kick off your week with the latest [#BizTrends2019](#) reads:
- Jessica Tennant's overview of [#BizTrendsLIVE!](#);
- Louise Marsland's [9 Africa Trends for 2019](#); and
- I share [Melissa Attree's top content marketing trends](#).
- Also revisit our [#BizTrends2019 launch newsletter](#); and
- Keep an eye out for our special overview newsletter, hitting inboxes later today!
- I find out how SA's own Melusi 'Mloo' Mhlungu got to [make a Super Bowl ad](#)
- Kantar Millward Brown [pays tribute to Erik du Plessis](#)
- Why we need to limit [screen time for the young](#)
- [40 SA finalists](#) announced for 2018 Midas Awards
- Pernod Ricard looks into [conviviality of consumers](#)
- Danette Breitenbach shares findings from [PwC's 22nd Annual Global CEO Survey](#)
- [Li Edelkoort's](#) 2019 trend seminars; [Ikea's African Överallt](#) unveiling at Design Indaba
- In [#NewBiz](#), Jessica Tennant finds out about [Hoorah Digital winning Hi-Tec, Pizza Hut Tanzania](#)
- In [#OrchidsandOnions](#), Brendan Seery enjoys the [latest duo of ads for Tops@Spar](#)
- Jennifer Stein writes an open letter to guide [potential PR recruits](#) in finding a job
- Rachel Thompson asks if [Gillette's 'We Believe'](#) is the best a brand can do
- Wynand Smit says to rethink the [relevance of big data](#)
- Leago Monareng shares key lessons in [crisis communication from 2018](#)
- In [#FairnessFirst](#), I find diversity behind the scenes makes for [better reporting](#)
- I also go [#BehindtheSelfie](#) with [Grant Sithole](#), CCO at Avatar agency

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>