

The more things change, the more you can't stay the same... - 3 Nov 2014

BY ILSE VANDEN BERG, @BIZ_AFRICA



Thanks to the internet, the way our brains work - how we shop online, and the way we operate offline - has changed for good. Claire Cobbledick reckons [businesses have to adjust their thinking](#) - their customers already have.

In his article titled [Positioning luxury brands in emerging markets](#), Cobus van Zyl says that it would be wise, when planning a new campaign or product launch, to take a more outside-in approach when designing a message for a specific target audience. He reckons one should ask rather why they drink it, eat it, and wear it, than tell them why you believe they should.

In other news, Leigh Andrews chatted to Michelle Atagana on her decision to [leave Memeburn](#); and Sumesh Rahavendra says that according to a recent survey, there is [huge growth potential for e-retailers in Africa](#).

Last but not least, if you missed last week's [Biz Takeouts show](#), make sure you [listen to the podcast](#) which is now available.

A mere eight weeks left in 2014... Let's make the most of it!

Have a great week!

Cheers!

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