

Radio still tops for news in Zimbabwe... - 11 May 2015

[BY @BIZ AFRICA](#)

A new survey by Afrobarometer in partnership with Zimbabwe's Mass Public Opinion Institute (MPOI), revealed on Thursday that [a third of Zimbabweans](#) still prefer to get their news from the radio, with only 10% checking social media for news every day.

Moving further afield, Louise Marsland's latest [TrendTalk] column investigates whether brands can truly [unlock the sharing economy](#), as explored in PricewaterhouseCoopers' ground-breaking research into this recent economic phenomenon.

Rounding out the thought leadership this week, Sherry Zameer explains the [power of mobile marketing](#), listing the 'old school sledgehammer marketing approach' as a pitfall to avoid in this time of personalisation and relevance.

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