# Talking to People





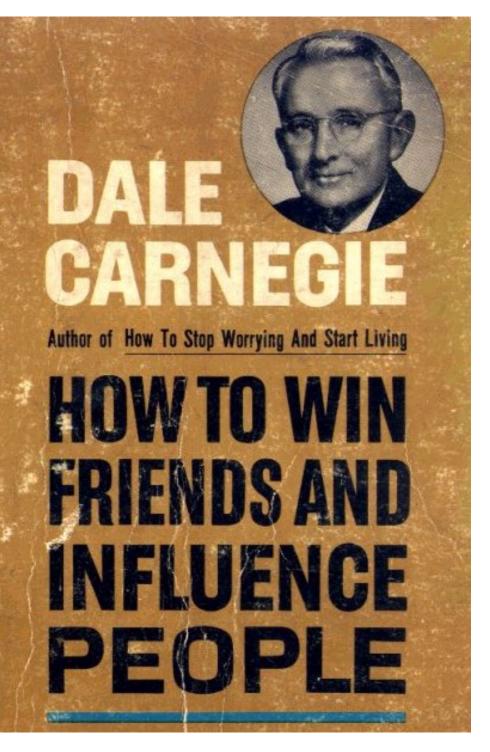
# Marketing Then & Now

# **SETH GODIN**

# All Marketers Are Liars

The Power of Telling Authentic Stories in a Low-Trust World









"I know that half of my advertising budget is wasted, but I don't know which half."





# Cost of war in Afghanistan soars to £2.5bn

- · Iraq total also up despite pull-out &middot
- Annual bill for conflicts hits £4.5bn

### Richard Norton-Taylor

The Guardian, Friday 13 February 2009 Article history

The cost of Britain's military operations in Afghanistan and Iraq this financial year has soared to more than £4.5bn, an annual increase of more than 50%, figures released yesterday reveal.

Operations in southern Afghanistan accounted for a little over half, nearly £2.6bn, compared with £1.5bn last year. Most of the money was spent on providing tougher armoured vehicles for soldiers who face a growing threat of roadside bombs.

Surprisingly, as the government prepares to withdraw from Basra, the cost of Britain's military presence in southern Iraq this year increased to nearly £2bn, compared with less than £1.5bn last year, according to the figures released by the Ministry of Defence.

# **TOP 100 GLOBAL MARKETERS**

Ranked by total worldwide measured ad spending from Nielsen, TNS, Ibope, PARC, Steadman, Sigma and others

RANK 2007 2006		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING 2007			
1	. 1	Procter & Gamble Co.	Cincinnati	\$9,358			
2	2	Unilever	London/Rotterdam	5,295			
3	5	L'Oreal	Clichy, France	3,426			
4	3	General Motors Corp.	Detroit	3,345			
5	5 4	Toyota Motor Corp.	Toyota City, Japan	3,202			
$\epsilon$	6	Ford Motor Co.	Dearborn, Mich.	2,902			
7	7	Johnson & Johnson	New Brunswick, N.J.	2,361			
ε	10	Nestle	Vevey, Switzerland	2,181			
9	12	Coca-Cola Co.	Atlanta	2,177			
10	11	Honda Motor Co.	Tokyo	2,047			

HOWEVER, after becoming friends with some brilliantly crafty girls at uni (go English department at UQ! Woooo!) and at work, I've slowly, but surely become open to the very notion of creating things for myself. Not that I didn't do this already via cooking (which I now see as more of a reflection of my growth as a vegan and society's obsession with the latest celebrity chef), but I now find myself fascinated by the possibility that I may possess the talent to learn to make my own clothes and other craft projects.

So, during the latest uni holidays, my friend Melissa (who, when she got married, made herself a wedding dress more beautiful than any you can buy) helped me learn to knit. And thus, our little Stitch and Bitch group was born.







### KNITS WITH CARROTS: A VEGETARIAN KNITTING BLOG

Feeds:



Get Yer Daily Recommended Intake of Veggies... and Fiber



### Intersections of Work and Gender (Or, Why Do Dudes Think It's Okay to Hit on Me While I Work?)

July 3, 2009 by Knits With Carrots

It's time for some feminist action, brought to you courtesy of the migraine that today gifted me.

### RECENT POSTS

Reckless Abandon Little Things Intersections of Work and Gender (Or, Why Do Dudes Think It's Okay to Hit on Me While I Work?)



### http://vegknitblog.blogspot.com/

wrists are a little more than sore.

Posted by busy hands at 2:42 PM





SATURDAY, DECEMBER 27, 2008

Beyond Knitting: My Other 'thing'

Rumor has it I am more than knitting, and more than vegan cooking. Beyond those aspects, and the day job, and the family, I am a loud-mouthed feminist.



what's hot

new controversial

top saved





Oh, that's your family crest, eh?... That's cool... Here's mine - on a poster!



(store.xkcd.com)

promoted 2 days ago by redditads

24 comments share save hide report

sponsored link what's this?

- Ever wonder how much bigger a coffee bean is than a carbon atom? Here's your answer.
- 1 1389 (learn.genetics.utah.edu)
  - submitted 6 hours ago by le\_chevalier to reddit.com
    264 comments share save hide report





I love this stick! (imgur.com)
submitted 7 hours ago by this\_time\_i\_mean\_it to pics
142 comments share save hide report

- We've secretly replaced this couple's alarm clock with a Chevy Malibu. Let's see if they notice the difference (edition.cnn.com)
  - submitted 9 hours ago by mistopher to funny
    478 comments share save hide report
  - Meat dish prepared to resemble a human hand [WTF PIC] (notmartha.org)
- 4 609 submitted 10 hours ago by lordstig to WTF
  - ◆ 98 comments share save hide report
- Corrupt politician with no experience in software, networking or copyright law to decide how filesharing is to be outlawed in the UK (news.bbc.co.uk)
  - submitted 14 hours ago by atc to technology 243 comments share save hide report

### My Friends' Links My Links | Help Centre

Profile

Displaying 1 - 10 out of 194 recent links.



Jeremy McEwan Can you spot it? ;-) http://gov.ca.gov/pdf/press/2009bills/AB1176 Ammiano Veto Message.pdf

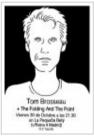
### gov.ca.gov

Source: gov.ca.gov





### Marcela Machuca RT LindaM



Wall Photos by: Linda Mirada

about an hour ago · Comment · Like · Share · Report



### Mark Callanan Mmm, medicinal.



### BBC NEWS | Health | Curry spice 'kills cancer cells'

Source: news.bbc.co.uk

The chemical - curcumin - has long been thought to have healing powers and is already being tested as a treatment for arthritis and even dementia.

about an hour ago · Comment · Like · Share · Report



### Mike Crawford Go go LHC! http://www.popsci.com/technology/article/2009-10/lhc-reawakens-sending-proton-beams-running-speed-light



### LHC Reawakens, Sending Proton Beams Running at the Speed of Light | Popular Science

Source: www.popsci.com

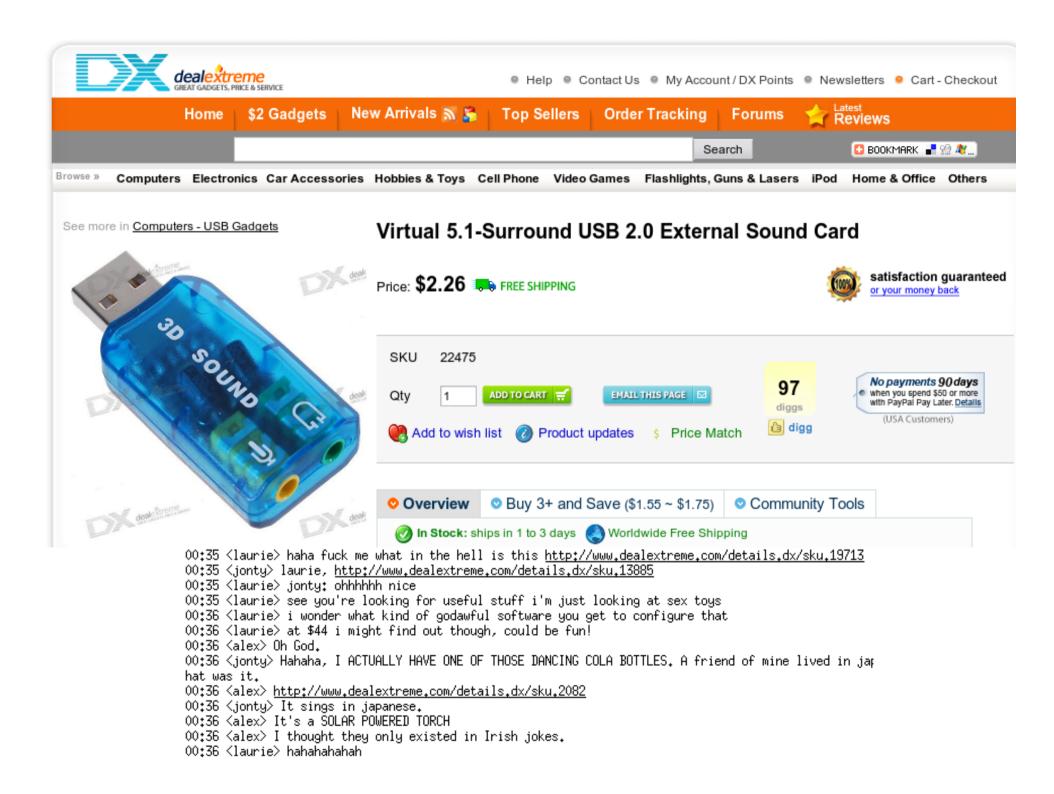
Over the weekend, Cern ran particle beams through the Large Hadron Collider for the first time since it was shut down last September. After a helium leak caused magnets to overheat,

operations at the LHC were suspended for cleanup and repairs. ...

¶ 2 hours ago · Comment · Like · Share · Report









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### WOMENS

### **Products**

Socks
Leg & Arm Warmers
Winter Wear
Slippers & Boots
Pajamas
Cami's & Undies
Flip Flops
Graphic T-Shirts
Tights

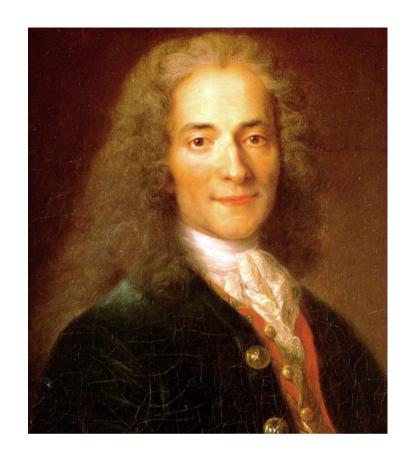
### Collections

Fabulous Kooky Marvelous Zany

### **Patterns**

Argyle Circles Dots Flowers Hearts Puzzles





"The perfect is the enemy of the good."

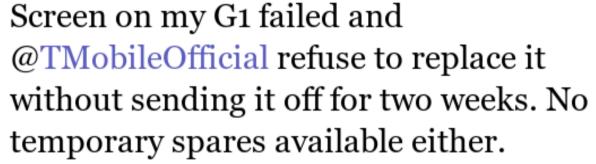
— Voltaire



"The perfect is the enemy of the good."

— Voltaire

"The good is the enemy of the remarkable."

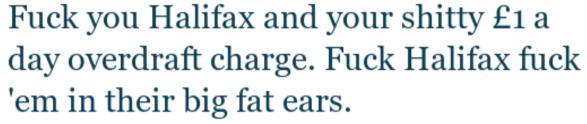


11:27 AM Sep 23rd from web





jonty Jonty Wareing



about 12 hours ago from Twitterrific



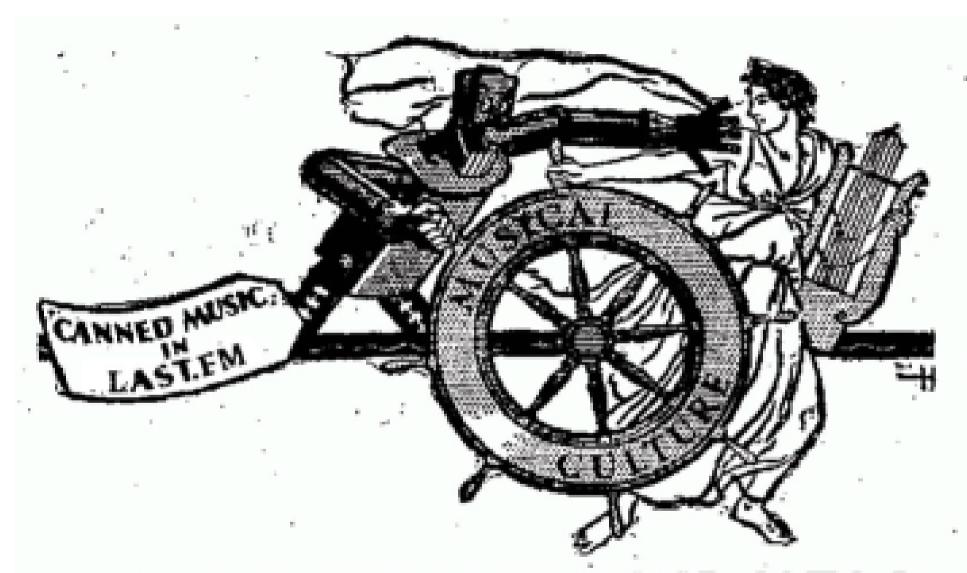


symphonicknot Nicky Thompson

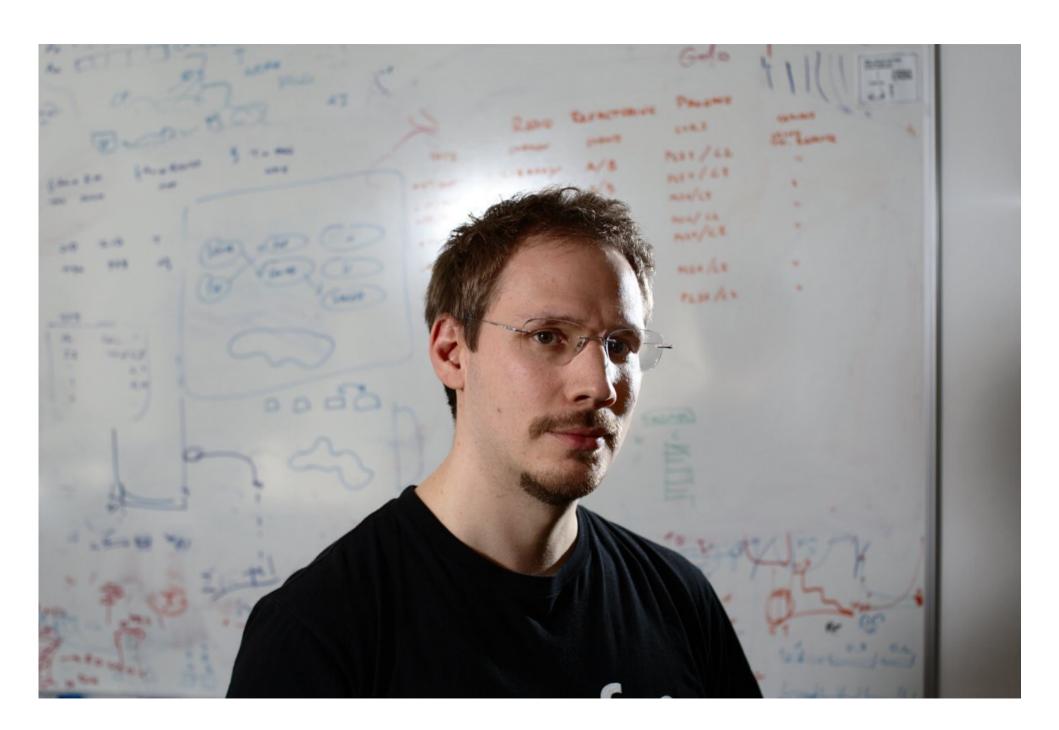
# Good is not good enough.

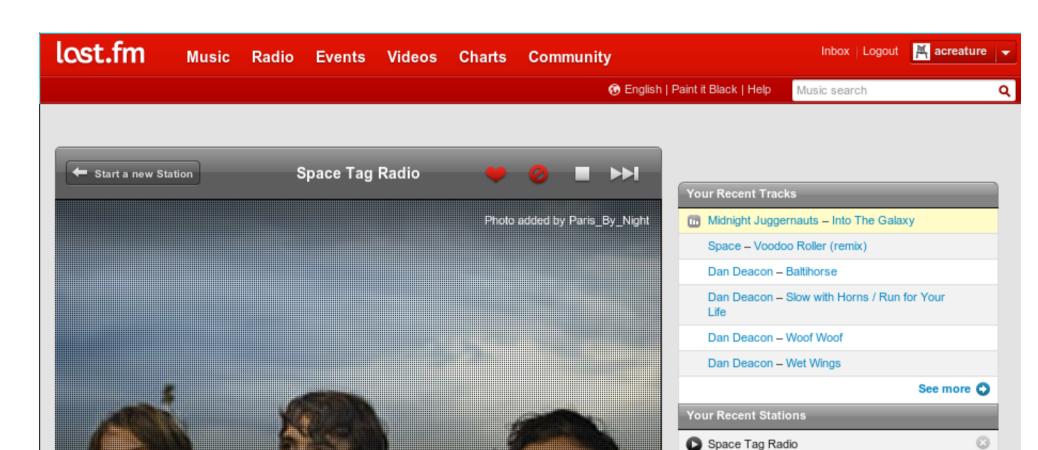


# How does this apply to Last.fm?



THE ROBOT AT THE HELM





Midnight Juggernauts - Into The Galaxy

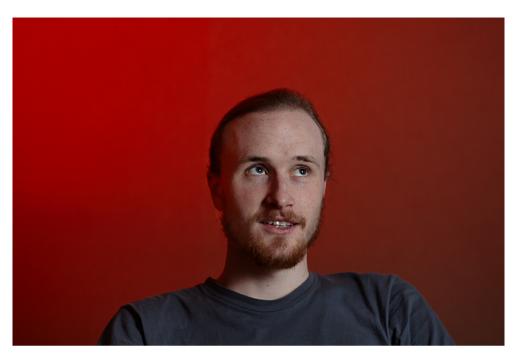
from **Dystopia** 00:12 — Space Radio

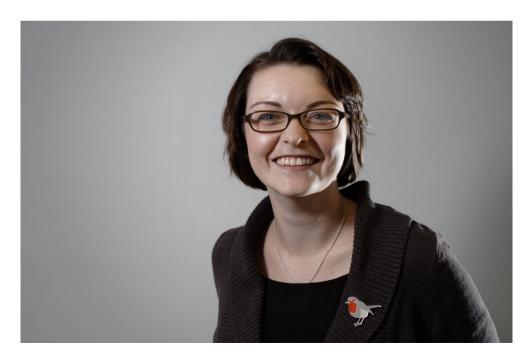
Your Library

Electronic Tag Radio

-04:41

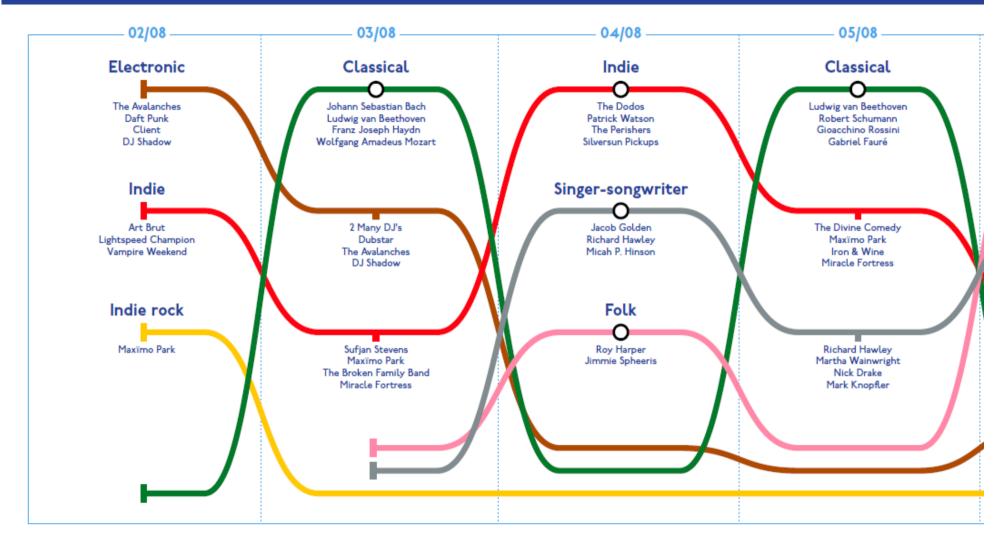
Jonty's Shuttle launch Tag Radio







# Tube Tags for acreature



LAST.FM



# What do the users get?

# What do you get?

## Dealing with the the forum

## Ignore Negativity.

### Remember: it's because they care.

### Be direct.

## Don't be afraid.

## Polite in public, pissy in private.

# Users aren't experts, & that's OK.

## Add posts to JIRA.

### We're proactive, not reactive.

## Dealing with people

### DALE CARNEGIE

Author of How To Stop Worrying And Start Living

### HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

### Give honest & sincere appreciation.

### Make the other person feel important.

(And do it sincerely.)

## Avoid arguments.

## If you're wrong, admit it.

(Quickly and emphatically.)

### Sympathise with the other person.



### Other tips.

## Keep a sense of humour.

## Don't take sides.

# Give credit where credit is due.

## Aim for a light touch.

### The best bits.



### Cypherswipe said:

I believe your problem may be the same as mine, daylight saving. Lastfm stopped scrobbling my music nov 1st, when I adjusted my clock for the end of DST here in the US. My computer clock is currently completely accurate (EST time zone, 7:48pm, nov 20th, 2008), but whenever I try to log on with the scrobbler program I can the error message about the time being "wrong".

The timezone in my site profile is also correctly set to EST.

Hello,

This sounds most like you've accidentally changed your date settings when you were adjusting your time. The timezone set in your site settings has no relation to your scrobbles; the timestamp sent with a scrobble is always in UTC.

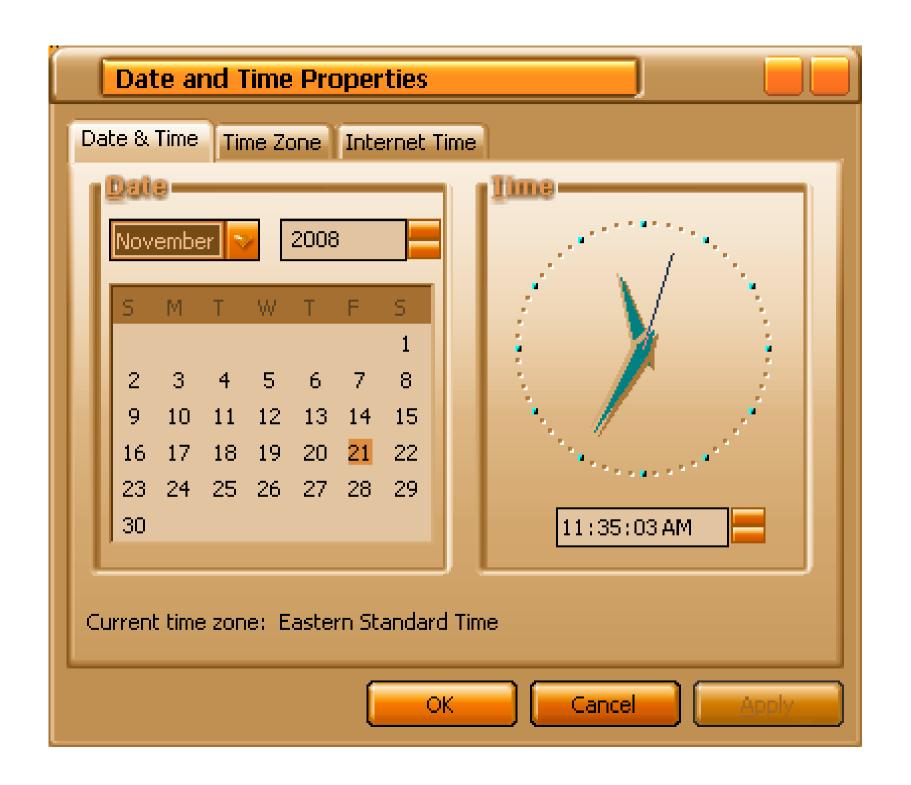
There's a long thread about a similar problem already, complete with screenshots on how to check your timezone settings. It also revealed there seems to be a bug with iSproggler, so if you're using that to scrobble you may be encountering that.

### Cypherswipe said...



- 1) My date settings are correct & untouched.
- 2) I know how to check my time zone settings.
- My time zone settings are correct (not to mention the fact that they didn't get changed when I changed the clock for DST).
- I don't use isproggler. I use the website 99.9% of the time, and the last.fm player downloaded from this site the remaining 0.1%.

http://allspark.net/cypherswipe/lastfm-DST3.png



### acreature said...



Staff

### Cypherswipe said:

- 1) My date settings are correct & untouched.
- 2) I know how to check my time zone settings.
- My time zone settings are correct (not to mention the fact that they didn't get changed when I changed the clock for DST).
- 4) I don't use isproggler. I use the website 99.9% of the time, and the last.fm player downloaded from this site the remaining 0.1%.

http://allspark.net/cypherswipe/lastfm-DST3.png

Today is Thursday the 20th of November. You have your date set to Friday the 21st of November.

26 Sep 2009, 04:38



### Time for a helpdesk?

Last.fm started off as a community web site it is still very much a community web site although it is also a commercial web site. I am lucky enough to live in a country where the service is free and I am very grateful for the wonderful service it provides free of charge. People from other countries now have to pay but the charge is small.

The only source of support available on last.fm, whether you are paying customer or not, is the support forum. The contact page leads back to the support forum and states clearly that support related correspondence will be ignored. I recently posted to the support forum about a function that has been broken for at least 6 months although it has not made it to the list of known issues. http://www.last.fm/forum/21713/\_/568248#f10618995 but this post is not about that broken function it is about improving the last.fm support procedure.

Four days and 70 views later and despite a follow up - no answer. Looking through the support forum there are many, many posts that have never been answered and those that have been answered it's usually by users not staff.

There is nothing wrong with a community forum if it works but this doesn't seem to be working. It seems that bugs can be left for months and posts to the support forum can be ignored.

Maybe it is time that last.fm introduced a professional helpdesk system where there is some commitment to fixing reported bugs and the work flow and progress is made transparent to the user who reported the issue. I quite understand if the helpdesk was made available to paying customers only and not to the likes of me but at the very least the FAQ should accurately reflect the situation a message saying "Please keep an eye on this FAQ for further updates" regarding a broken function for months on end does not seem to me to be adequate support even for non paying customers?

### acreature said....



Staff

Hello,

I'm sorry you didn't get a response to your original post. I understand your frustration, and would be frustrated too if I'd not got a response. I suspect your post was just overlooked, or not replied to because you'd found the details in the FAQ and there's nothing more to add at the moment (and there are several staff responses in the forum already).

We can't change group leaders right now because we don't have the manpower, not because of a broken tool. We're a small team, and the support team is even smaller, but we're doing the best we can. Bug reports do get fixed (we include details in our regular site updates) and we've got many awesome users and moderators who help out in the forums. Plus we're hiring both developers and a support intern. In summary: we know things aren't ideal, but we're getting better and should improve in the future too.

### PartybotPPP said...

26 Sep 2009, 12:46



Thanks for answering and addressing the points I made. I feel that I may have overreacted. I did try a search of the support forum for this problem - this truned up hundreds of messages relating to a time when the function was still working!

- http://www.last.fm/forum/search?q=change+group+leader&forums=21713

Edited by PartybotPPP on 27 Sep 2009, 13:09

samwhocares said... 17 Sep 2009, 03:3



ad on top of controls

Hi,

Sometimes there is a TGIF advertisement on top of the radio controls.

There is no way to make it go away.

acreature said...

17 Sep 2009, 17:11



This could be because of your large fonts. Could you try looking at the radio at a 'normal' zoom level, and seeing if the ad still overlaps?

Firefox is one of our supported browsers, so we could help you get things working with that too. What do you mean by 'not working'?

Starr

samwhocares said...

18 Sep 2009, 03:46



Unless you are trying to identify the cause:

You need to realize that using smaller fonts is not an option.

This is an accessibility issue. There are accessibility guidelines by standards organizations and others that detail how large fonts can and must be supported to make a site accessible.

acreature said...

18 Sep 2009, 10:44



Stat

I was trying to identify the cause, yes. I appreciate that it's not a permanent solution for you, but it would help us narrow it down.

I can't make any promises about making our site more accessible; it's something we'd like to do, but we're a small team and sadly it's not a priority. If there are specific problems, like this one might be, then we can take a look at it – so reporting these problems is definitely helpful.

Sliders1234 said... 18 Sep 2009, 13:19



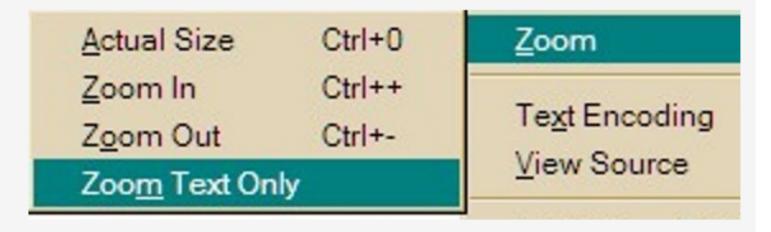
Subscriber

### samwhocares said:

Again, smaller fonts are NOT an option. And -- many people try to suggest this -- magnifiers are also not an option. They just are not.

I'm not sure what you mean by magnifiers, but the magnifiers I have heard of are a physical lens that sits in front of your screen, or software that enlarges a portion of the screen image. The idea I'm about to suggest is different from either of those.

I don't know what version of Safari you are using, or which operating system, but the newer versions of Safari have a zoom feature rather than just large fonts. This gives you the option of zooming the whole webpage, or just the text, as indicated in this screenshot of a Safari 4 menu:



The font size buttons in the tool bar shown in the next screenshot zoom whichever you selected in the above menu.

### - Fin -