



THE ENDLESS SEA

@mikeatherton



THE AQUILA EXPERIMENT TO HELP PEOPLE CONNECT.

DUBLIN

1854



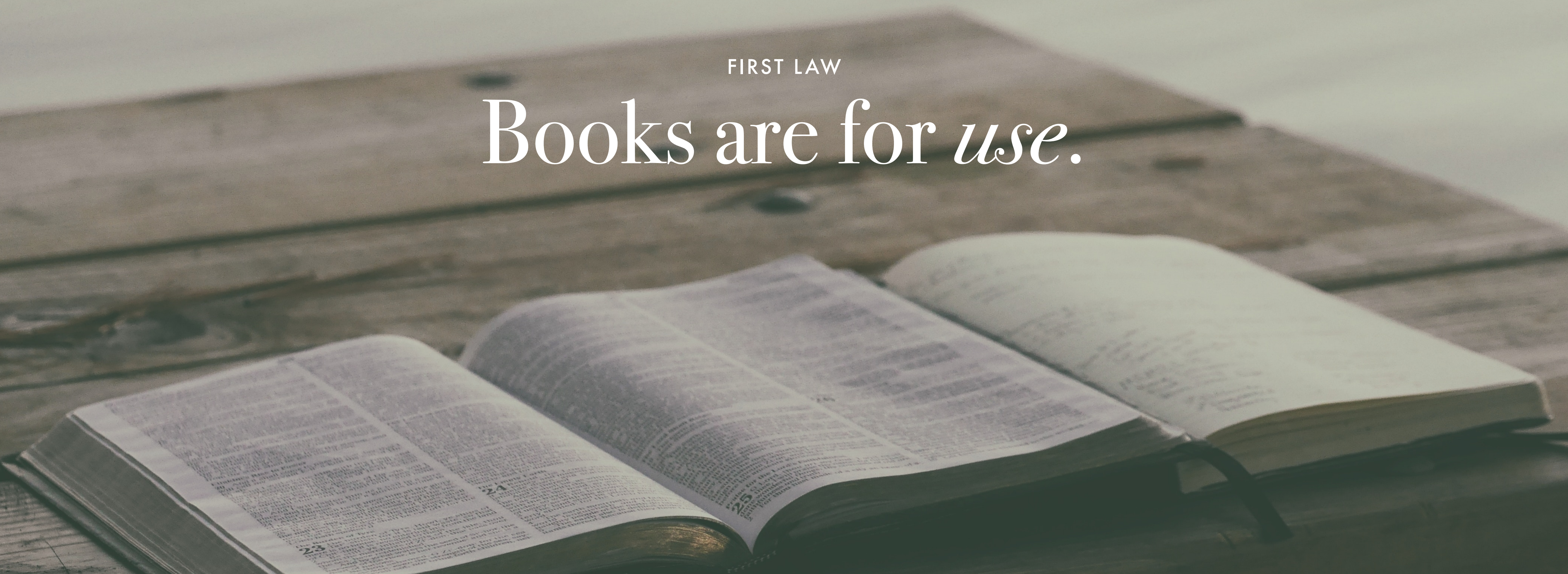


MADRAS

— 1931 —

FIRST LAW

Books are for *use*.



SECOND LAW

A book for *every* reader.

THIRD LAW

A reader for *every* book.



FOURTH LAW

Save the reader's *time*.



FIFTH LAW

The library must *grow*.





NEW YORK CITY

— 1949 —

84 SECONDHAND

MARKS & CO.

BOOKSELLERS 84

EDUCAT
BOO

BOOKS PURCHASED
FOR CASH

VALUATIONS FOR
ALL PURPOSES

84
MARKS
& CO.

84

MARKS
& CO.

84

MARKS
& CO.

A CUSTOMER RELATIONSHIP SHAPED BY A SHARED PASSION.



GENEVA

— 1989 —

Vague but exciting ...

CERN DD/OC

Tim Berners-Lee, CERN/DD

Information Management: A Proposal

March 1989

Information Management: A Proposal

Abstract

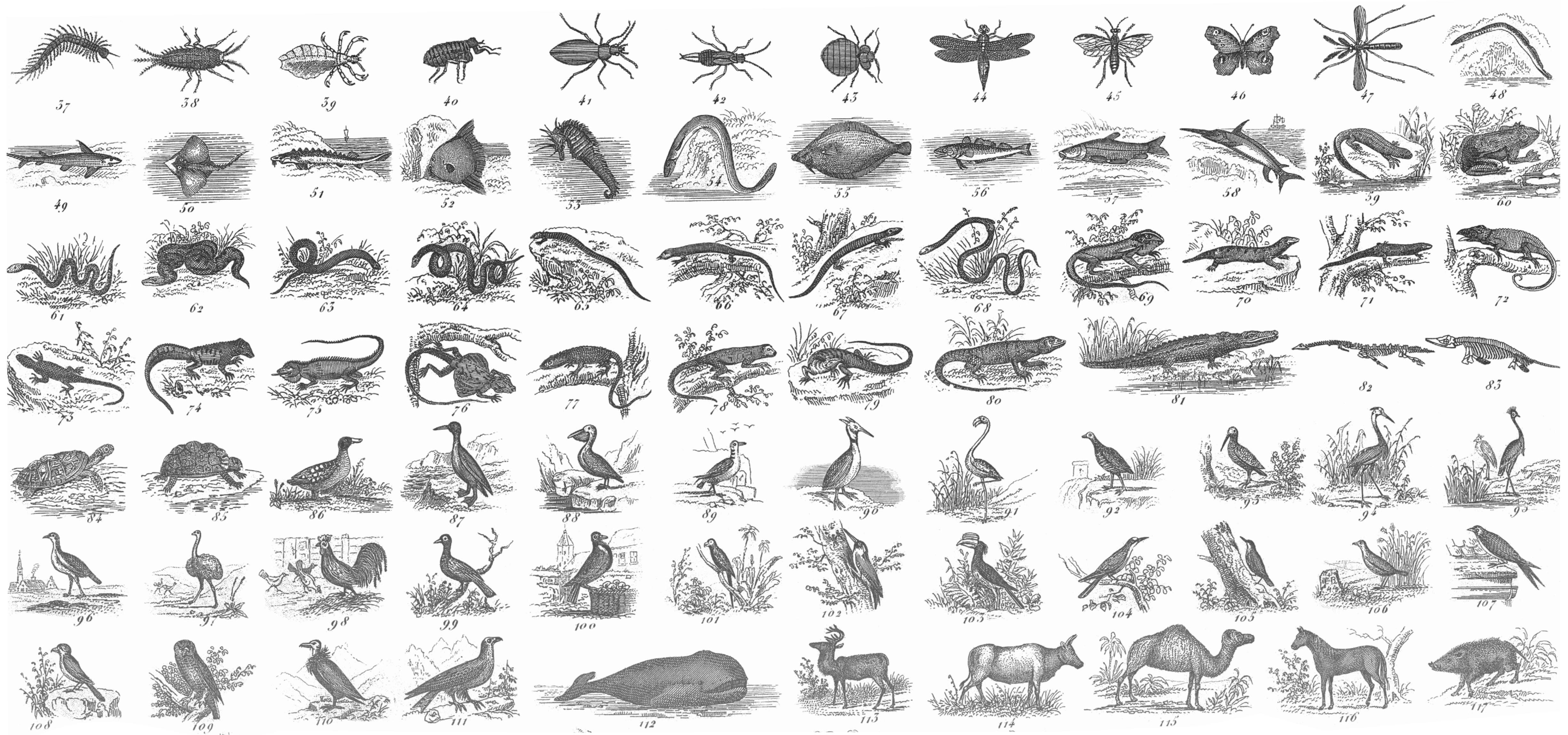
THE BIRTH OF A NOTION.

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information and the need for a central database.

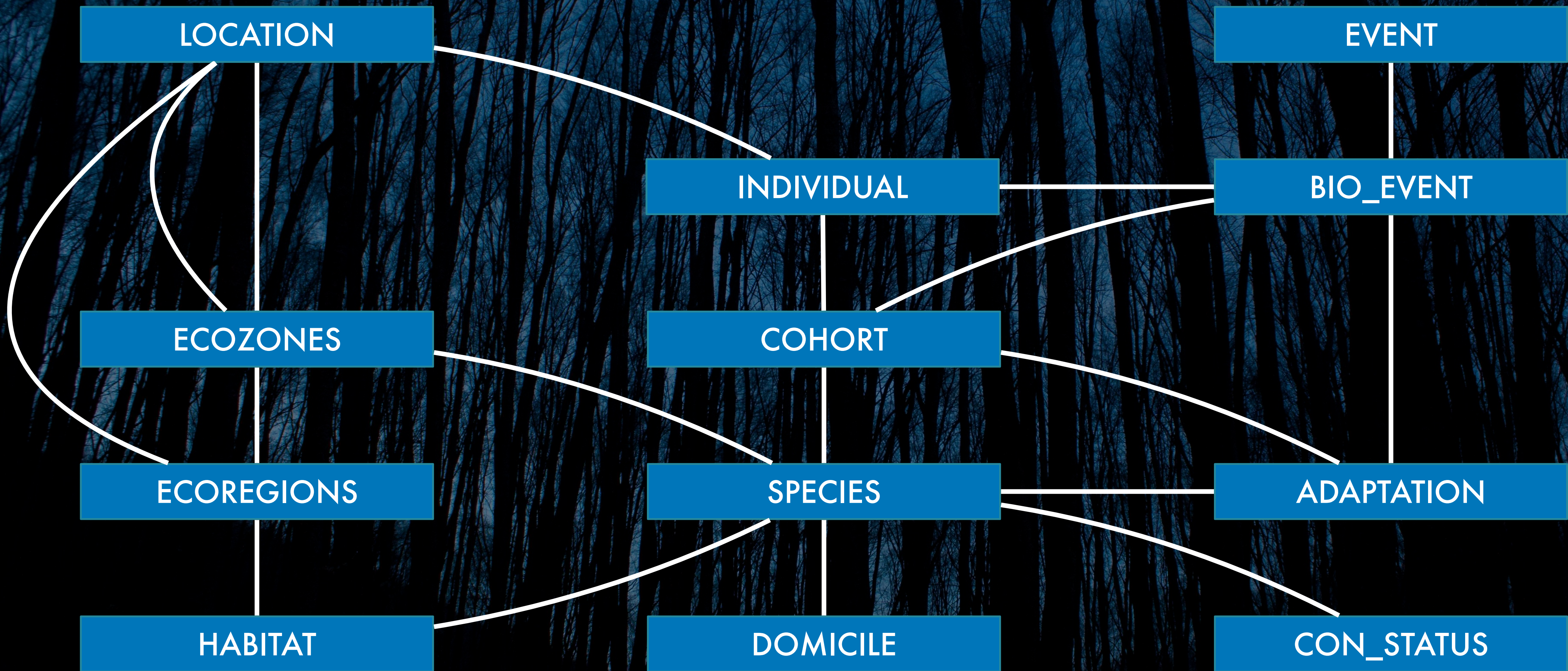
An aerial photograph of a city, likely London, featuring a prominent circular building complex in the center. The image is overlaid with a semi-transparent dark blue filter. The word "LONDON" is written in large, white, sans-serif capital letters across the middle of the image. Below it, the year "2009" is written in a smaller, white, serif font, flanked by two horizontal white lines.

LONDON

— 2009 —



HOW THE NATURAL WORLD JOINS UP.



REAL WORLD CONNECTIONS DRIVE CONTENT MODELS.



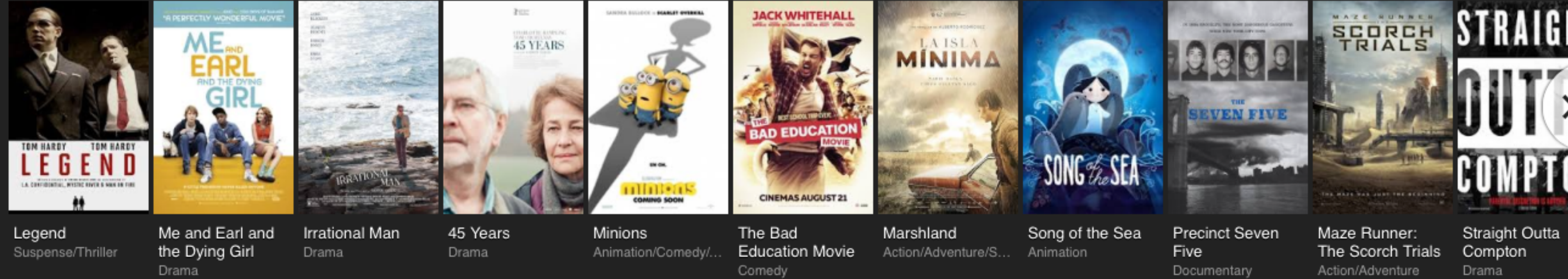
A WEB OF LEARNING TO SPAN THE WORLD.

WE DRIVE INTO THE FUTURE
USING OUR REAR-VIEW MIRROR.

— MARSHALL MCLUHAN



Films showing near Henley-on-Thames, UK



The Regal Picturehouse, Henley

https://www.picturehouses.co.uk/cinema/Regal_Picturehouse/
A description for this result is not available because of this site's robots.txt - learn more.
4 Google reviews · Write a review · Google+ page

2 Boroma Way, Henley-on-Thames, Oxfordshire RG9 2BZ
0871 902 5738

Cinema home - picturehouses.com

https://www.picturehouses.com/cinema/Regal_Picturehouse
A description for this result is not available because of this site's robots.txt - learn more.

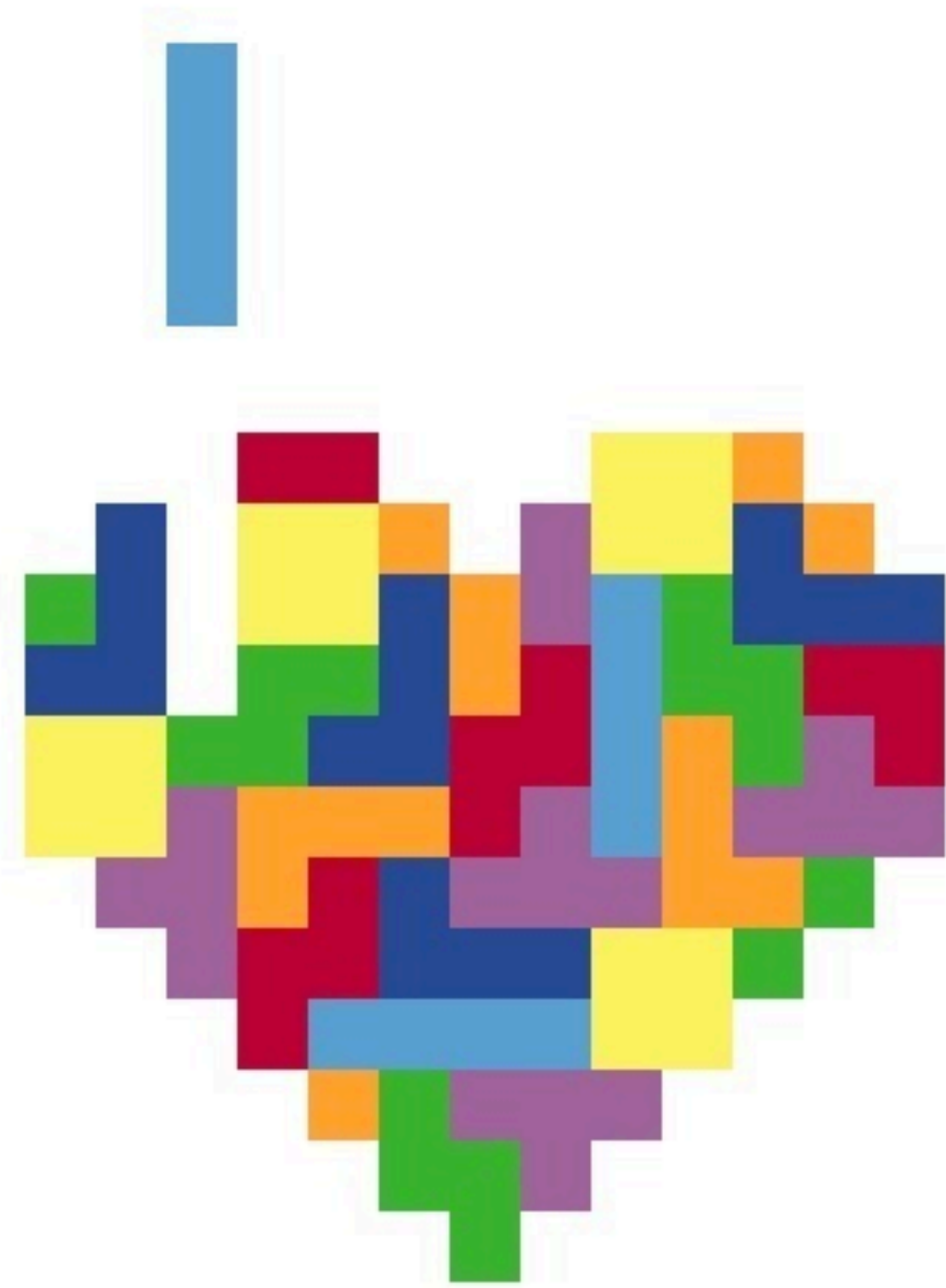
Regal Picturehouse (2 Boroma Way, Henley-on-Thames ...

https://film.list.co.uk/cinema/46856-regal-picturehouse/
In 2005 this independent cinema merged with Picturehouse to gain its current name.
Showing a diverse range of arthouse and mainstream films, recent ...

- 9 Sep - 10 Sep 45 Years
9 Sep - 10 Sep Legend
9 Sep - 10 Sep Me and Earl and the Dying Girl

Regal Picturehouse star rating and details. Includes photos of the cinema interior, a map showing the location near Kenton Theatre and The Old Bell, and a review: "Great quirky small cinema."

CONTENT COMES TO YOU.

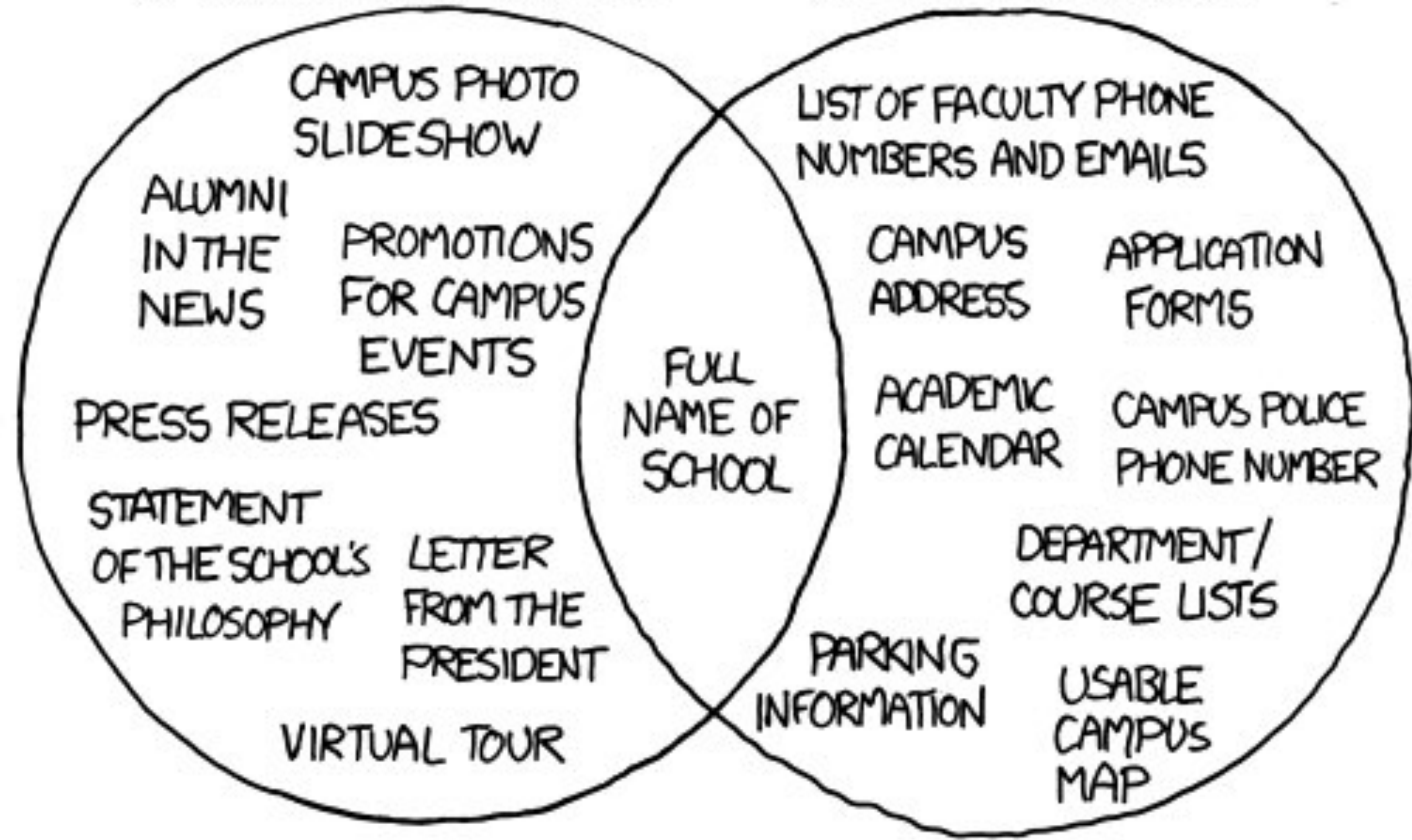


YOU
COMPLETE
ME

BE PART OF THE WIDER CONVERSATION.

THINGS ON THE FRONT PAGE
OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO
THE SITE LOOKING FOR



YOUR WEBSITE IS ABOUT YOU. IT'S NOT FOR YOU.

Tasks	504 Voters	1008 Voters	1512 Voters	2017 Voters	
1 Check symptoms	4%	5%	5%	5%	Top 25%
2 Basic facts about conditions / diseases	4%	3%	3%	4%	
3 Book an appointment online	4%	3%	4%	4%	
4 Get advice from a doctor / nurse (phone, website chat, email)	3%	3%	3%	3%	
5 What to do based on your symptoms	3%	3%	3%	3%	
6 Best place to go for help (GP, A & E, clinic, walk-in centre, pharmacist)	3%	3%	3%	3%	26-50%
7 When to seek urgent medical attention	2%	3%	2%	2%	
8 Get your medical records online	2%	2%	2%	2%	51-75%
9 How a condition / disease should be treated	2%	2%	2%	2%	
10 What to do in a medical emergency	2%	2%	2%	2%	
11 Get test results online	2%	2%	2%	2%	
12 Opening times (GPs, clinics, chemists)	2%	2%	2%	2%	
13 Can I treat this myself?	2%	2%	2%	2%	
14 Seriousness of a condition / disease (prognosis)	2%	2%	2%	2%	
15 Diet, food and nutrition	2%	2%	2%	2%	
16 Compare hospitals based on quality of care (infection rates, MRSA, surgical errors, death rates)	2%	2%	2%	2%	
17 Contact details for hospitals, GPs, gyms, etc	2%	2%	2%	2%	
18 Treating common health problems at home	2%	2%	2%	2%	
19 Choose a GP that's right for you	1%	2%	2%	2%	
20 Tips for coping with a condition / disease	2%	2%	1%	2%	

Gerry McGovern - *The Stranger's Long Neck*

'TOP TASK' RANKING DETERMINES CONTENT PRIORITY.

CREATE THE CUSTOMER AND
THE MONEY WILL FOLLOW.

— PETER DRUCKER



+ 7 days

+ 30 days

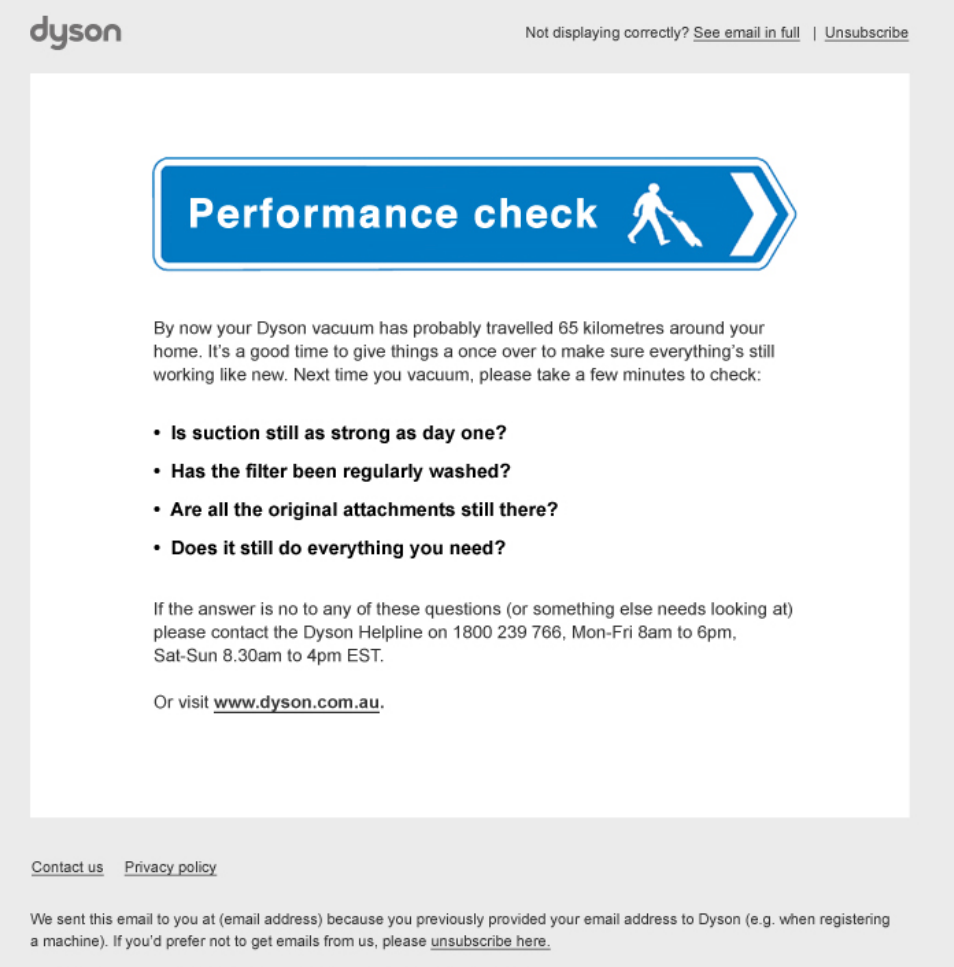
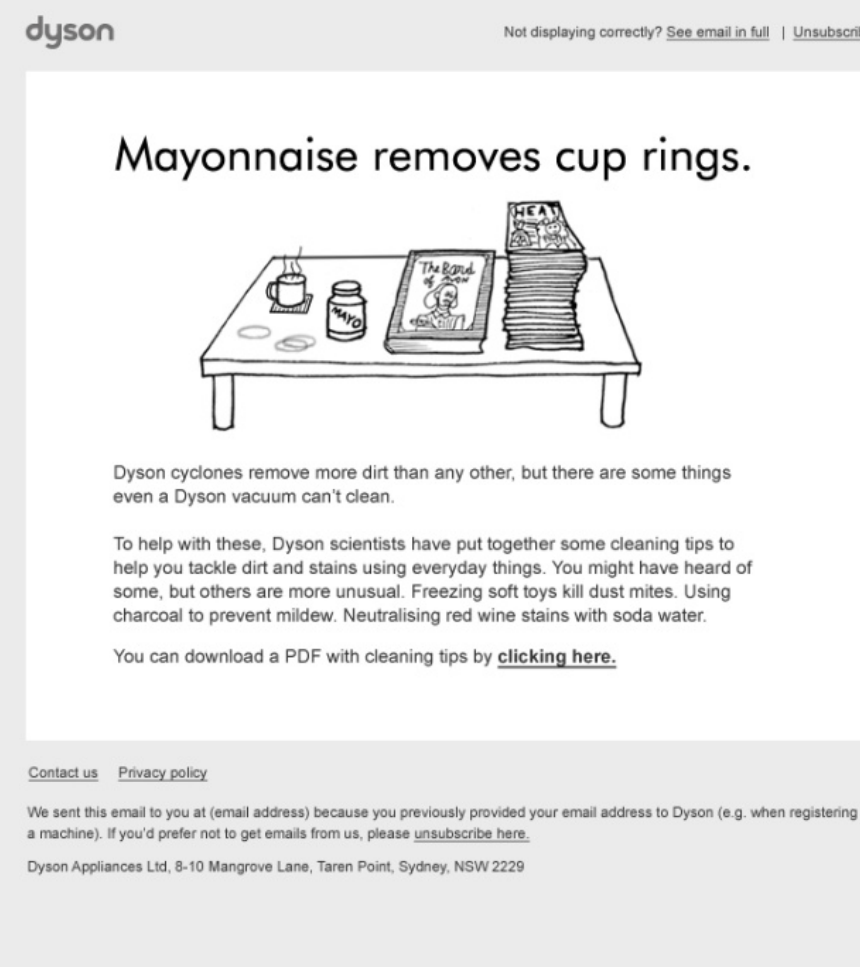
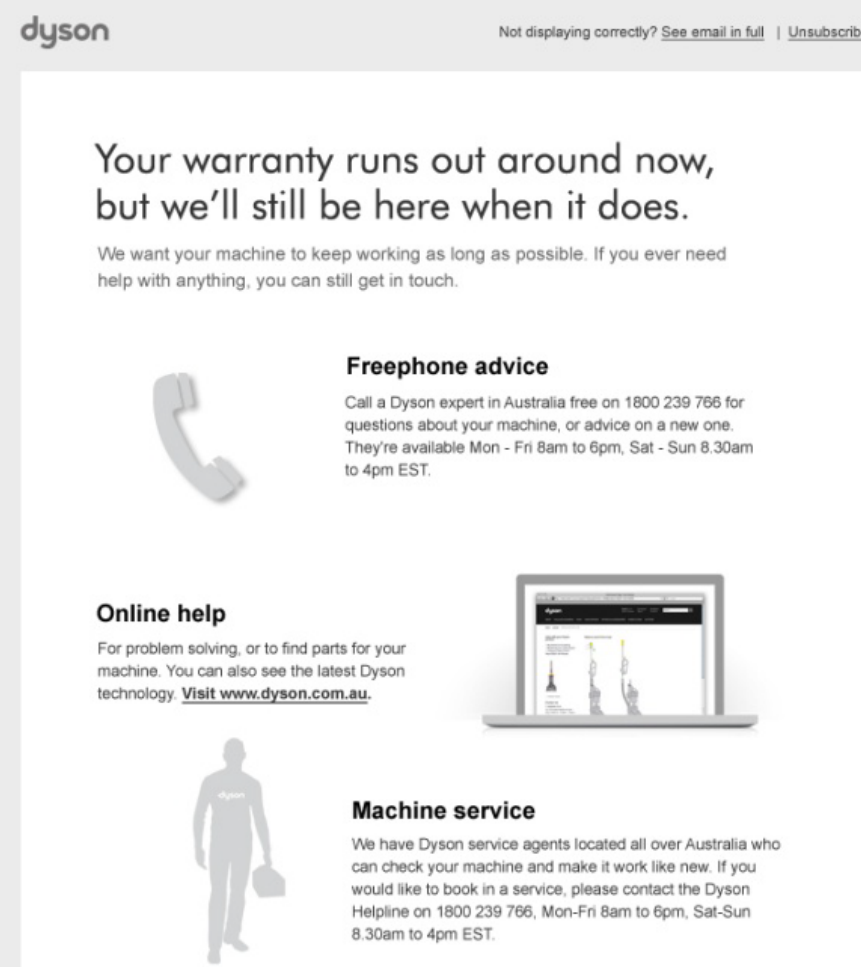
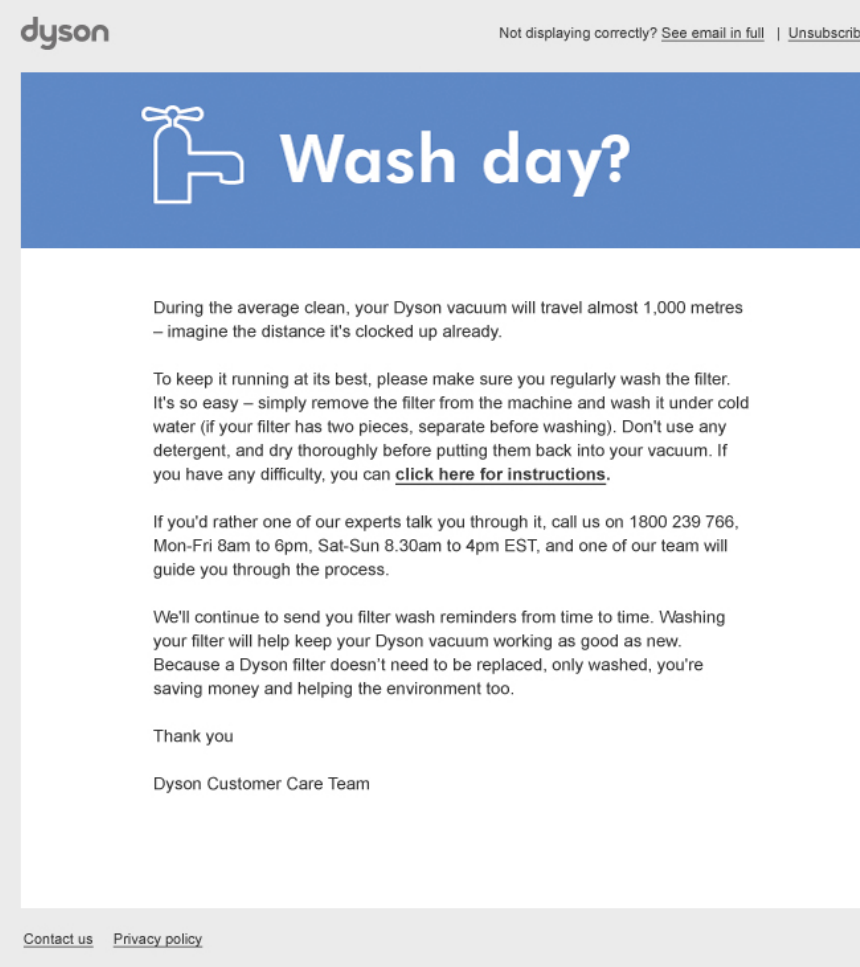
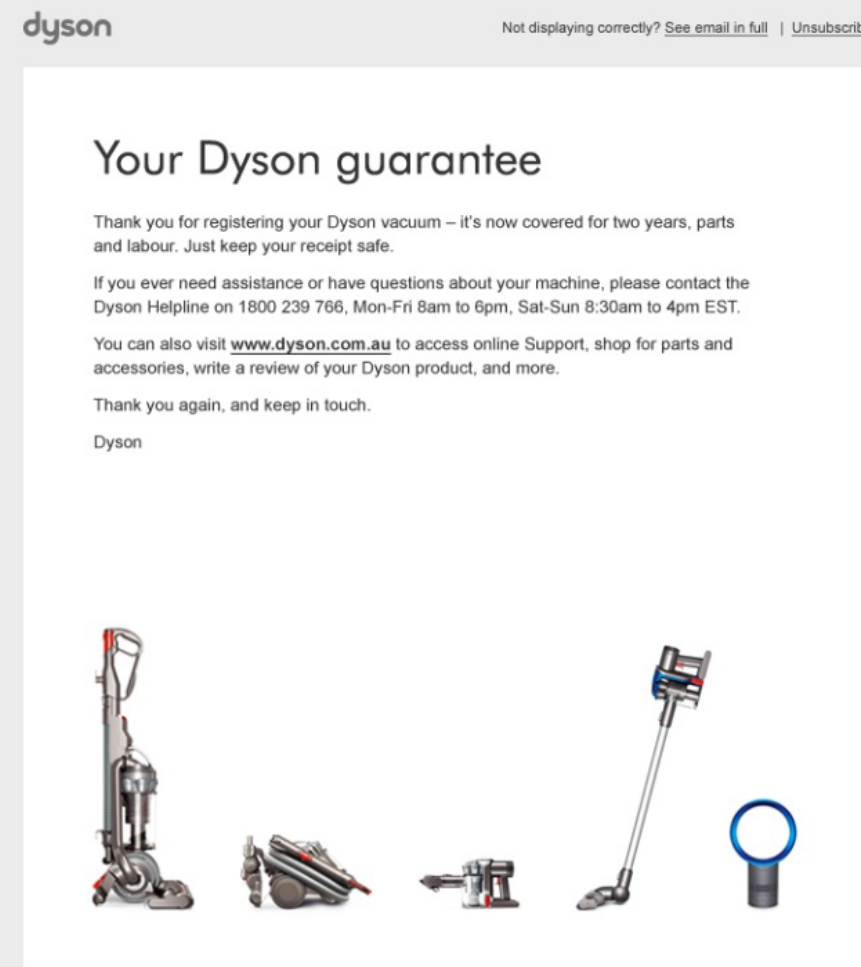
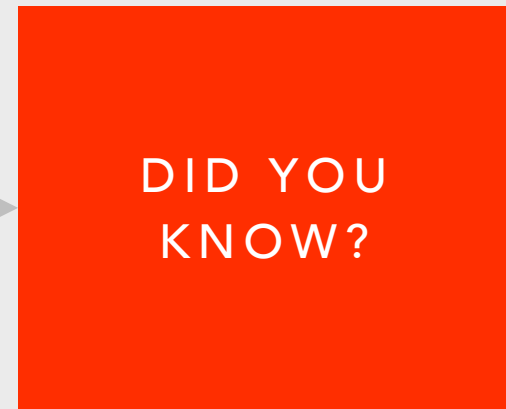
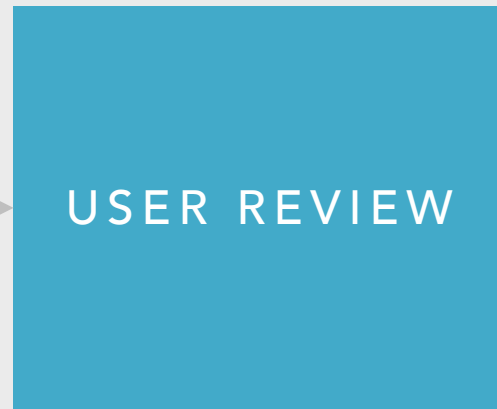
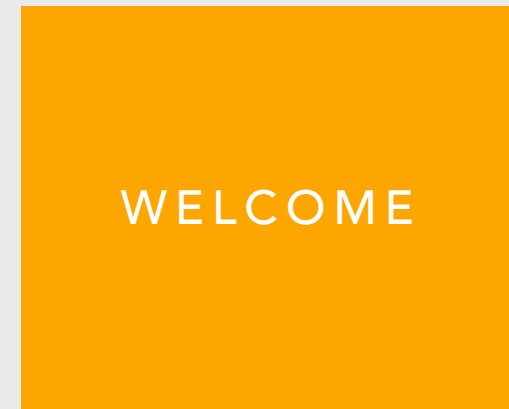
+ 90 days

+ 180 days

+ 270 days

+ 300 days

+ 360 days



ARCHITECTING A MESSAGE FOR THE CUSTOMER LIFECYCLE

Your Dyson guarantee

Thank you for registering your Dyson vacuum – it's now covered for two years, parts and labour. Just keep your receipt safe.

If you ever need assistance or have questions about your machine, please contact the Dyson Helpline on 1800 239 766, Mon-Fri 8am to 6pm, Sat-Sun 8:30am to 4pm EST.

You can also visit www.dyson.com.au to access online Support, shop for parts and accessories, write a review of your Dyson product, and more.

Thank you again, and keep in touch.

Dyson



[Contact us](#) [Privacy policy](#)

We sent this email to you at (email address) because you previously provided your email address to Dyson (e.g. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

Dyson Appliances Ltd, 8-10 Mangrove Lane, Taren Point, Sydney, NSW 2229

ARCHITECTING A MESSAGE FOR THE CUSTOMER LIFECYCLE



Wash day?

During the average clean, your Dyson vacuum will travel almost 1,000 metres – imagine the distance it's clocked up already.

To keep it running at its best, please make sure you regularly wash the filter. It's so easy – simply remove the filter from the machine and wash it under cold water (if your filter has two pieces, separate before washing). Don't use any detergent, and dry thoroughly before putting them back into your vacuum. If you have any difficulty, you can [click here for instructions](#).

If you'd rather one of our experts talk you through it, call us on 1800 239 766, Mon-Fri 8am to 6pm, Sat-Sun 8.30am to 4pm EST, and one of our team will guide you through the process.

We'll continue to send you filter wash reminders from time to time. Washing your filter will help keep your Dyson vacuum working as good as new. Because a Dyson filter doesn't need to be replaced, only washed, you're saving money and helping the environment too.

Thank you

Dyson Customer Care Team

[Contact us](#) [Privacy policy](#)

We sent this email to you at (email address) because you previously provided your email address to Dyson (e.g. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

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ARCHITECTING A MESSAGE FOR THE CUSTOMER LIFECYCLE

Your warranty runs out around now, but we'll still be here when it does.

We want your machine to keep working as long as possible. If you ever need help with anything, you can still get in touch.



Freephone advice

Call a Dyson expert in Australia free on 1800 239 766 for questions about your machine, or advice on a new one. They're available Mon - Fri 8am to 6pm, Sat - Sun 8.30am to 4pm EST.

Online help

For problem solving, or to find parts for your machine. You can also see the latest Dyson technology. [Visit www.dyson.com.au](http://www.dyson.com.au).



Machine service

We have Dyson service agents located all over Australia who can check your machine and make it work like new. If you would like to book in a service, please contact the Dyson Helpline on 1800 239 766, Mon-Fri 8am to 6pm, Sat-Sun 8.30am to 4pm EST.

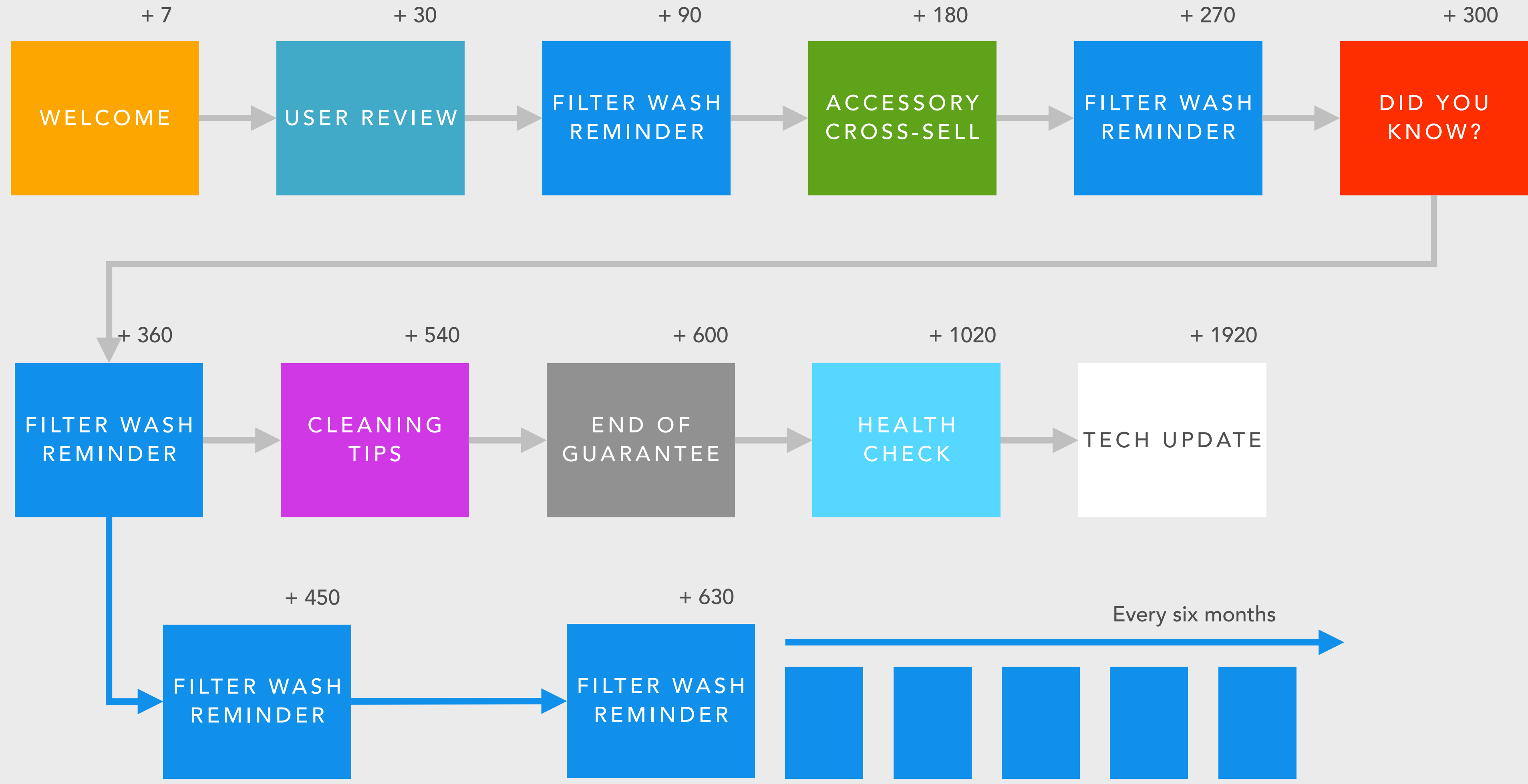
The date of this email does not relate directly to your guarantee expiry date. Please contact Dyson if you want to know the exact date.

[Contact us](#) [Privacy policy](#)

We sent this email to you at (email address) because you previously provided your email address to Dyson (e.g. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

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ARCHITECTING A MESSAGE FOR THE CUSTOMER LIFECYCLE



ARCHITECTING A MESSAGE FOR THE CUSTOMER LIFECYCLE

Mayonnaise removes cup rings.

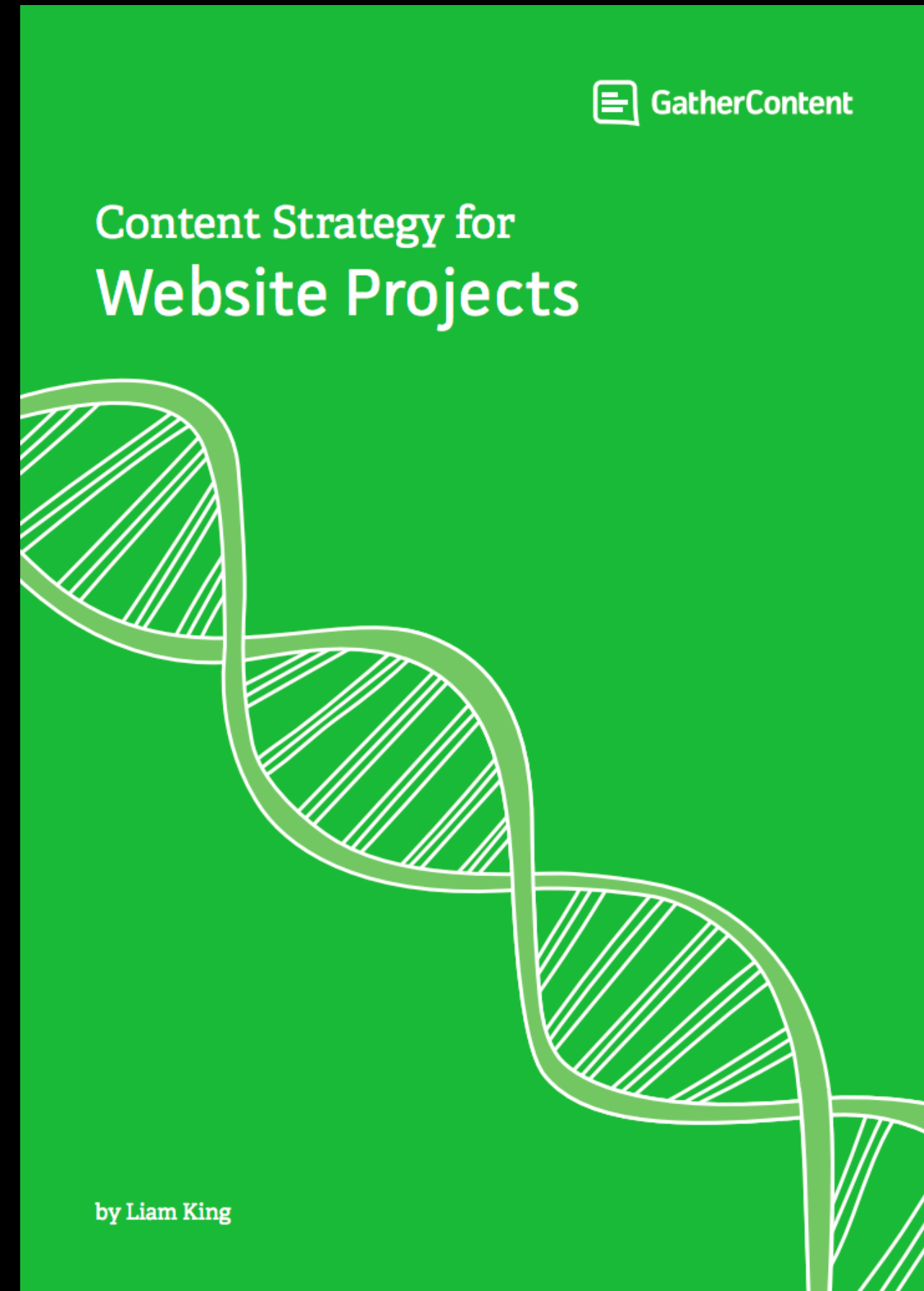
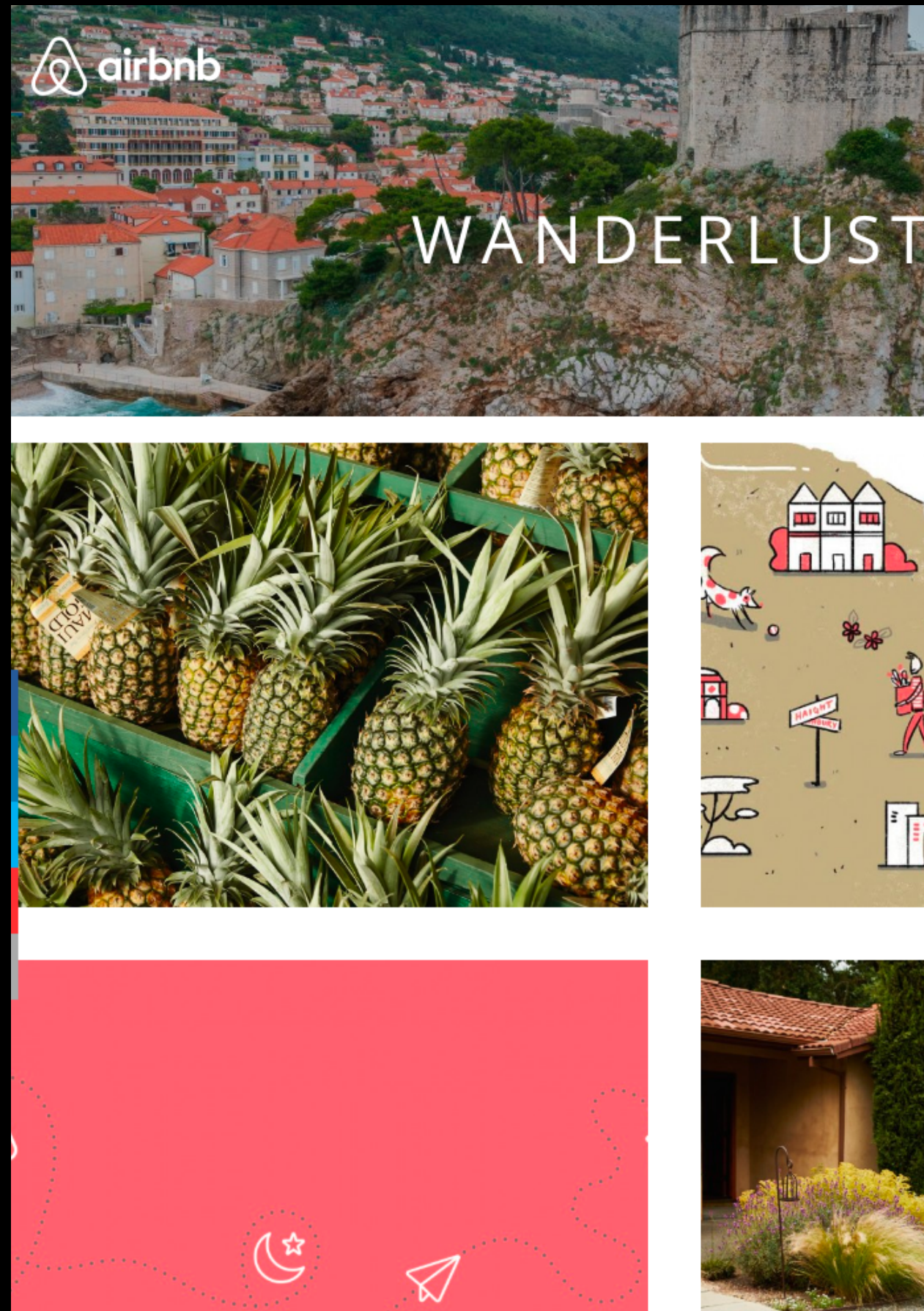


Dyson cyclones remove more dirt than any other, but there are some things even a Dyson vacuum can't clean.

To help with these, Dyson scientists have put together some cleaning tips to help you tackle dirt and stains using everyday things. You might have heard of some, but others are more unusual. Freezing soft toys kill dust mites. Using charcoal to prevent mildew. Neutralising red wine stains with soda water.

You can download a PDF with cleaning tips by [clicking here](#).

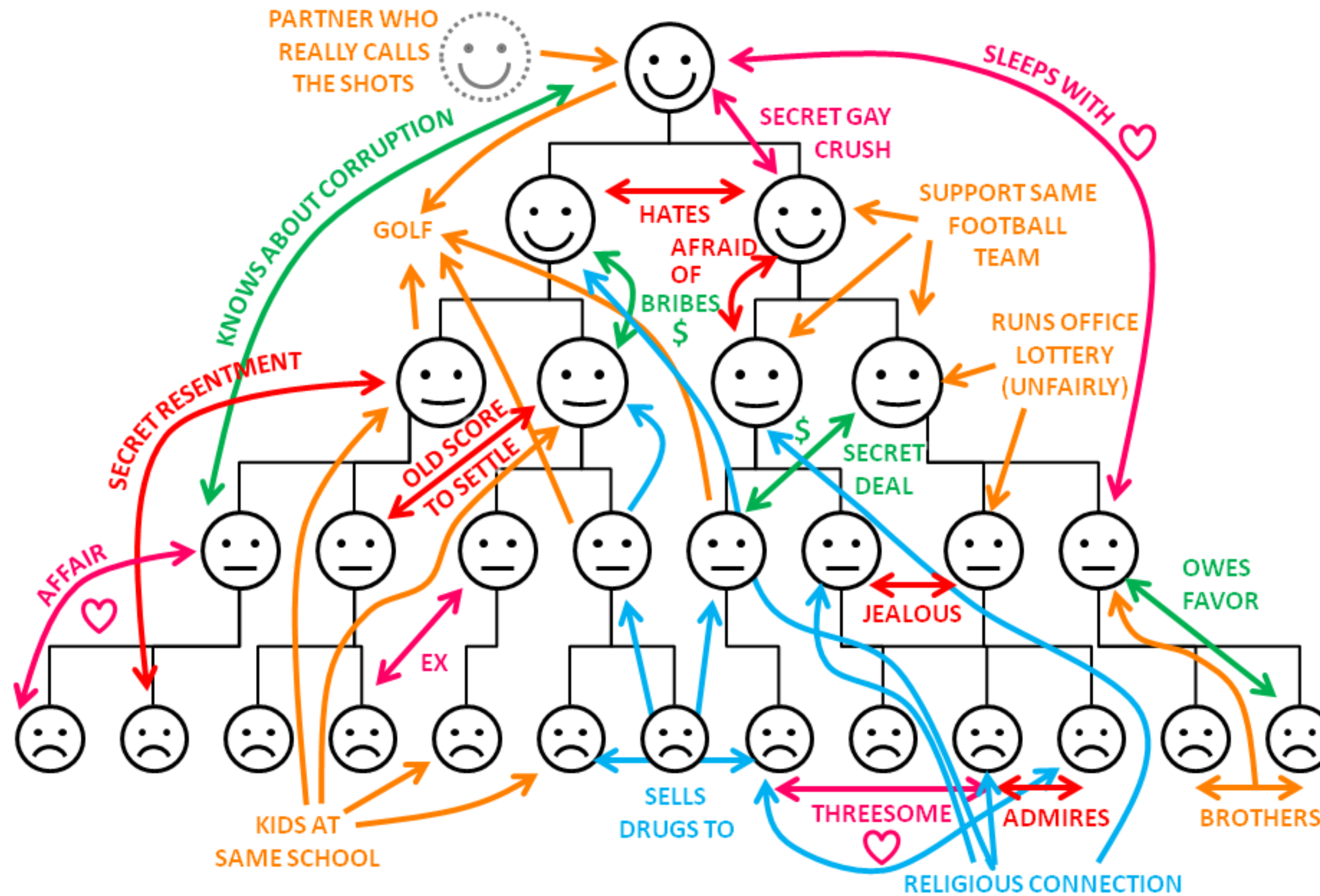
USEFUL, USABLE CONTENT. EVEN AS MARKETING.



USEFUL, USABLE CONTENT. EVEN AS MARKETING.



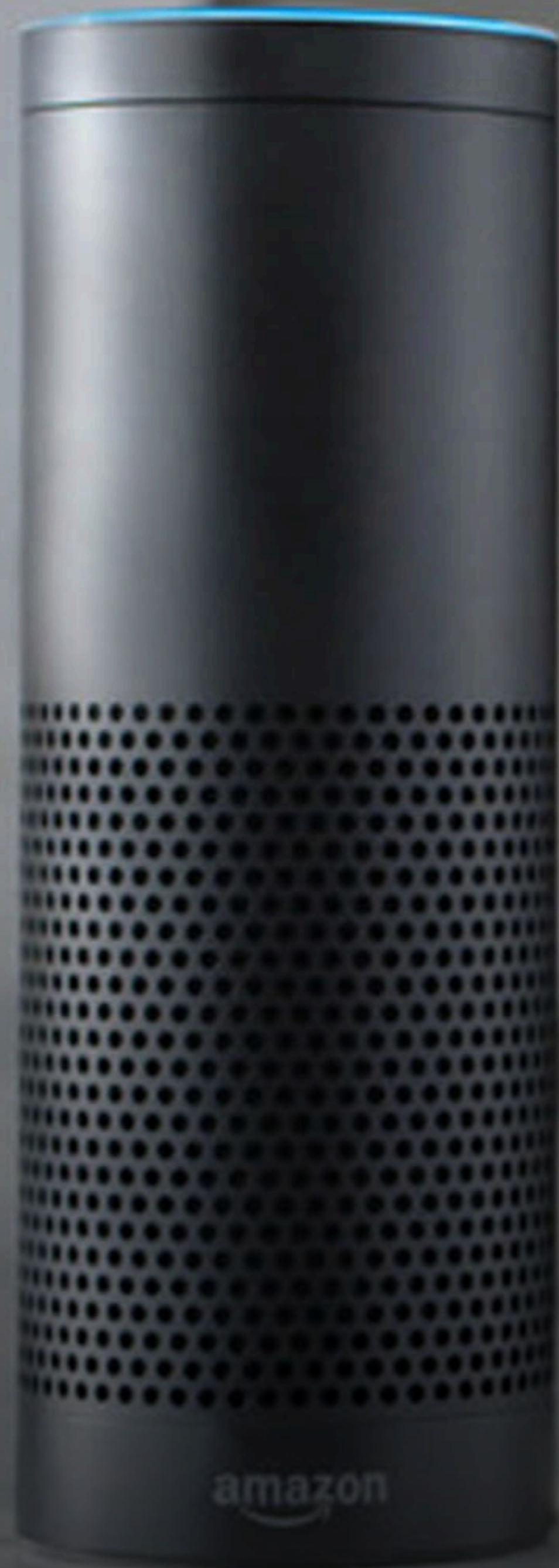
THE EXOTIC PET THAT ATE THE WORLD.



DON'T MODEL INFORMATION STRUCTURE ON BUSINESS STRUCTURE.



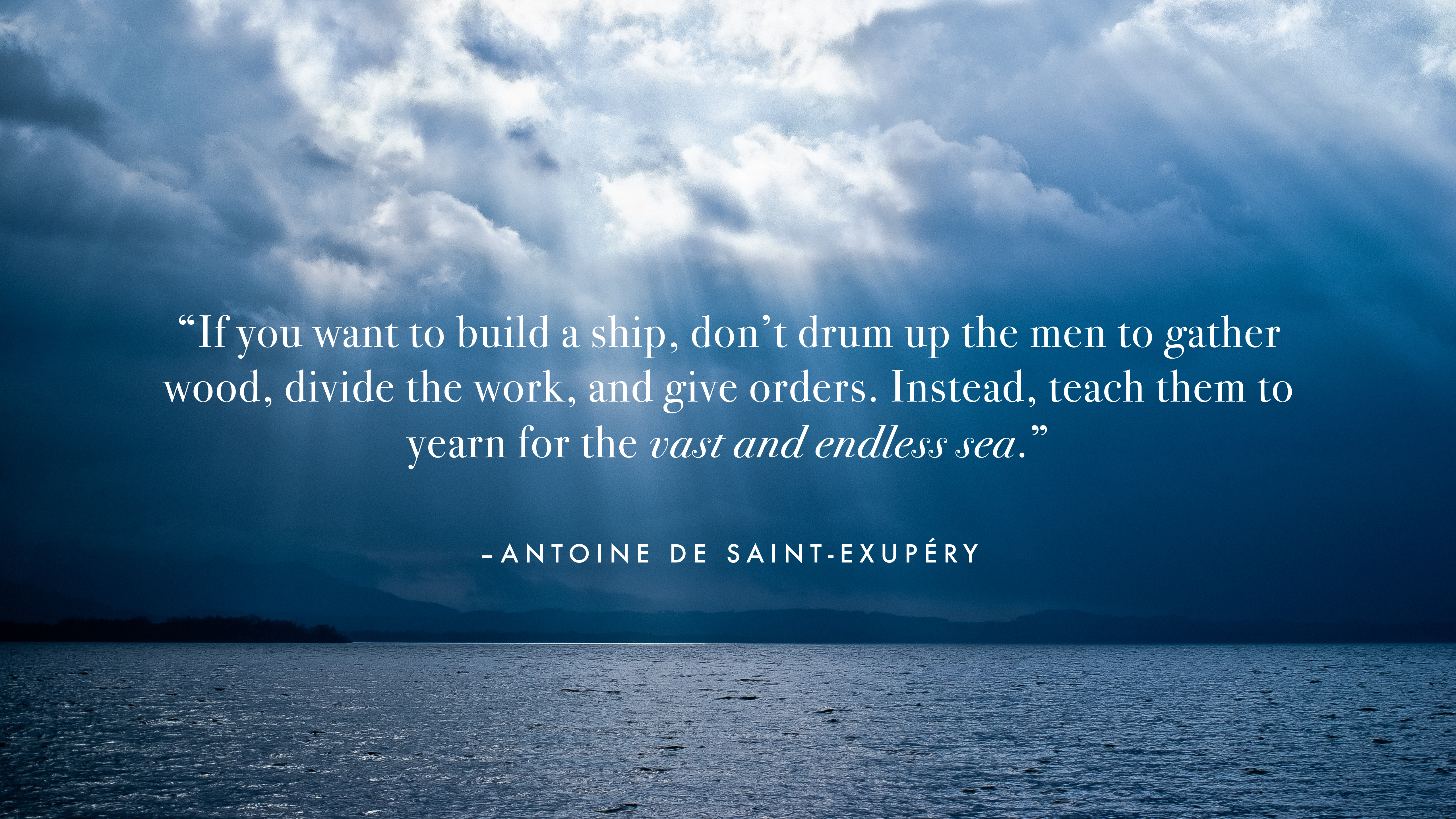
SPACE IS NOT THE PROBLEM.



WHAT'S NEXT?

A close-up photograph of two hands lighting two sparklers. The sparklers are lit, creating a bright, golden light and a shower of sparks. The background is dark with many out-of-focus lights, creating a bokeh effect. The overall mood is celebratory and warm.

Not the filling of a pail, but the lighting of a *fire*.



“If you want to build a ship, don’t drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the *vast and endless sea*.”

- ANTOINE DE SAINT-EXUPÉRY