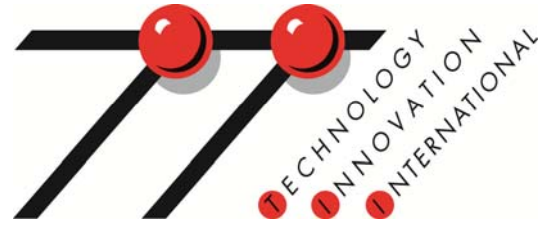


from Having to Being



Coway International TechTrans Co., Ltd.

from
Having
to
Being

从『拥有』到『成为』

Maggie Gorse

Consultant and Professor
maggie@gorseanalysts.com

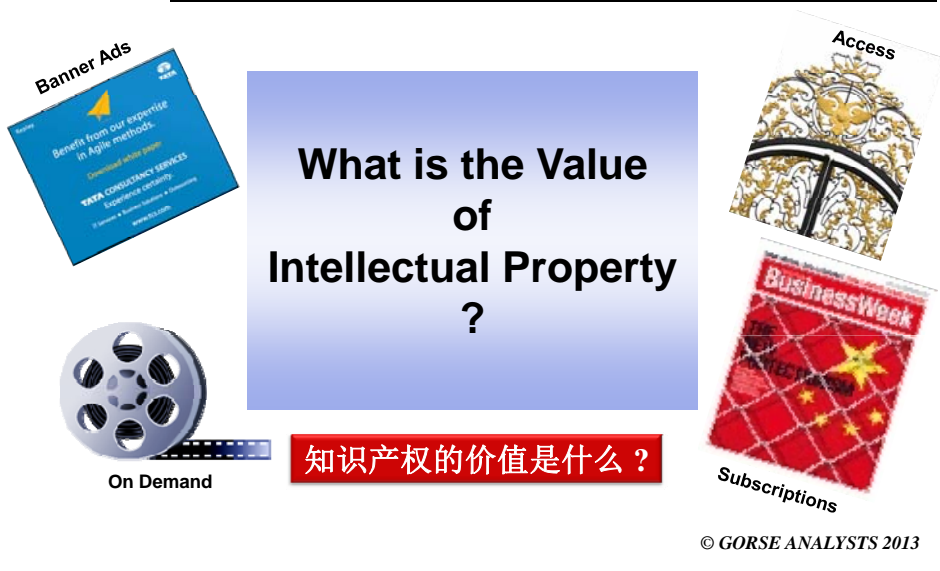
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from Having to Being

What is the Value of Intellectual Property ?

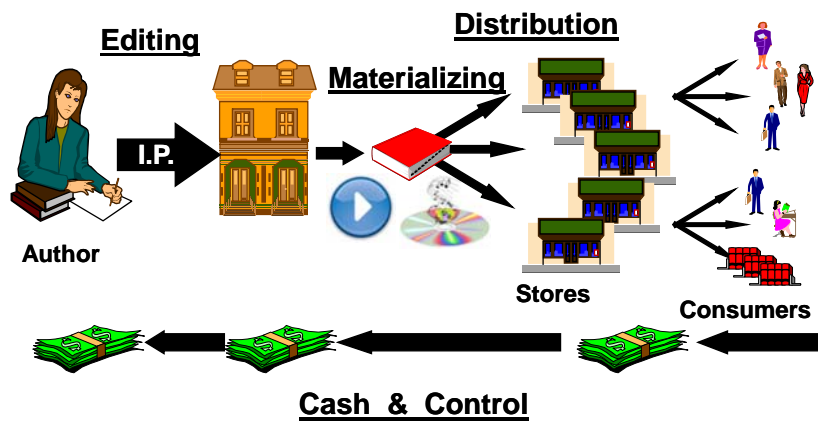
知识产权的价值是什么？

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from Having to Being

Intellectual Property Values

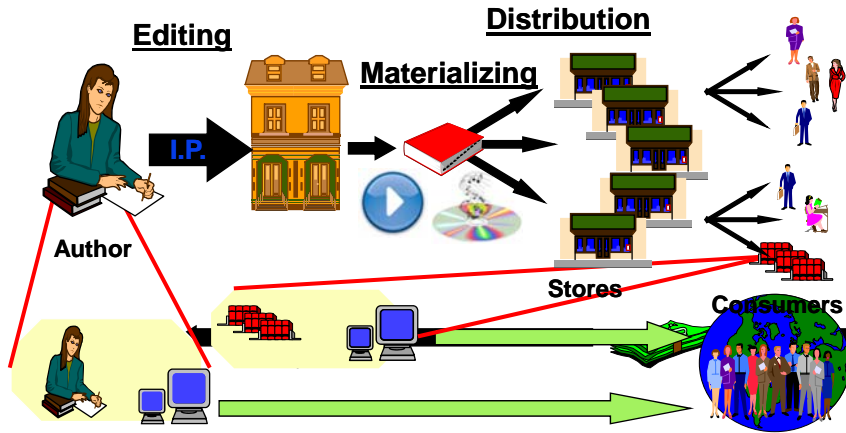


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Intellectual Property Values

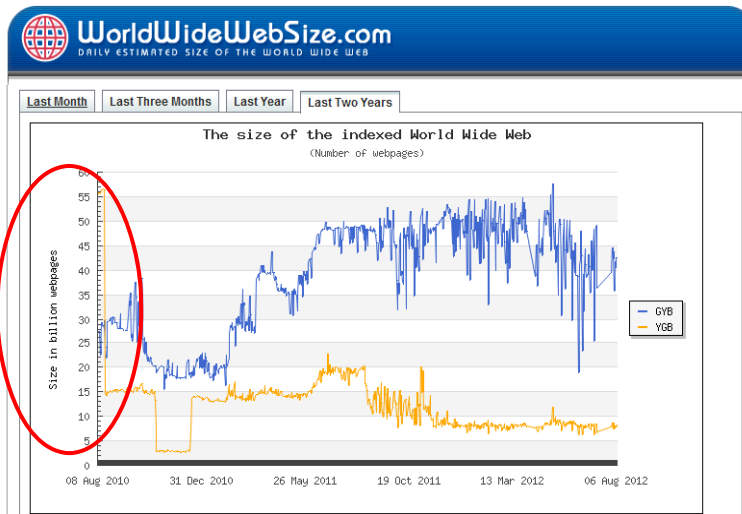


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from Having to Being

How Many « Channels » ?



Source: <http://www.worldwidewebsize.com/>

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多如繁星的网页

from Having to Being

The Old IP Business Model & Value

ELECTRONIC FILE = INFINITE SUPPLY

- Infinite Supply makes Price = Zero
Competition will eliminate access fees

电子化=无限供应
价格=零

BILLIONS of CHANNELS

- Lack of Qualified Audience destroys
advertising value

数以万计的渠道
广告失去效力

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from Having to Being

when do ads work?

什么广告是有效的?

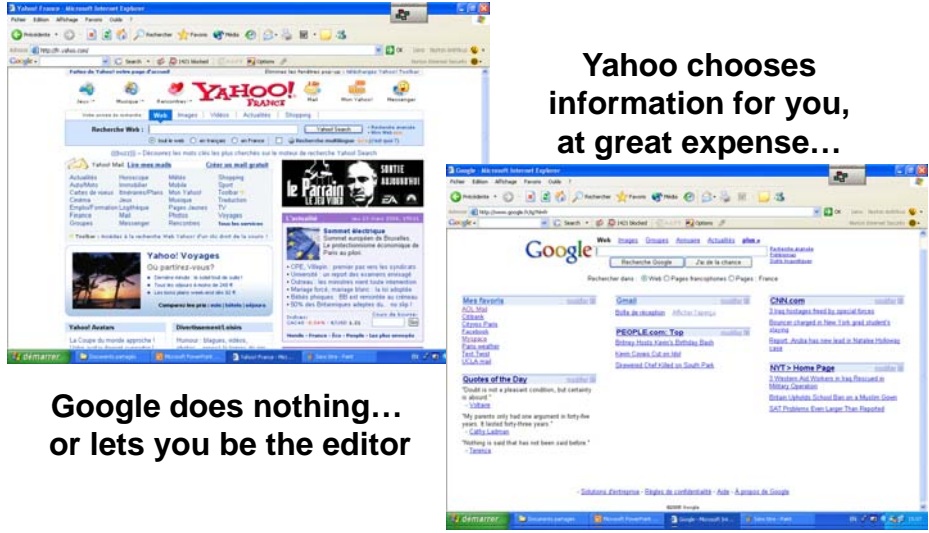
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from Having to Being

The User and Network Value

Yahoo chooses information for you, at great expense...

Google does nothing... or lets you be the editor



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from Having to Being

可「你」是谁？

who knows what u want?

YOU know what u want –

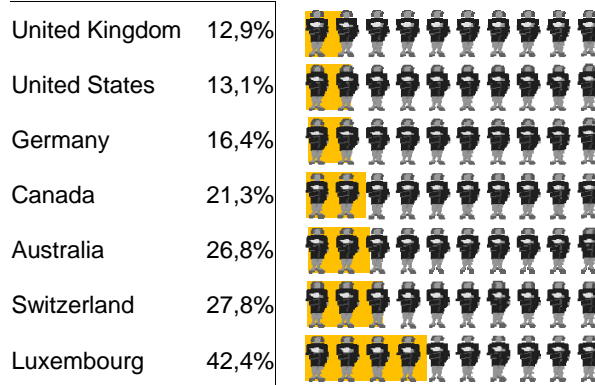
but WHO r u ?

最懂你的人，是你自己。

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from Having to Being

% Population that is Foreign Born



非本国出生的人口率
呈增长态势

Source: OECD fact book 2012
http://www.oecd-ilibrary.org/economics/oecd-factbook-2013/immigrant-and-foreign-population_factbook-2013-6-en

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from Having to Being

China: Explosion of Students and Scholars Studying Abroad



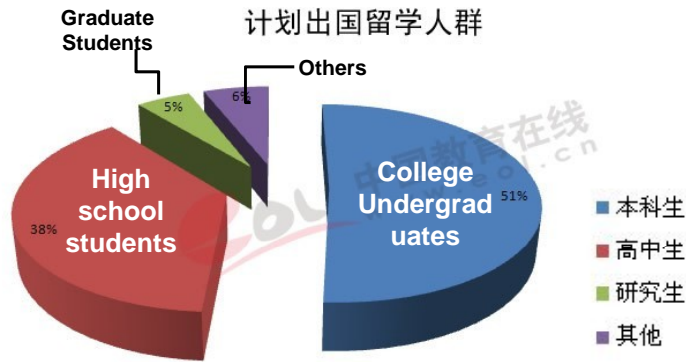
中国人出国求学

Source: <http://www.eol.cn/html/t/baogao2013/page1.shtml> 中国教育在线2013年留学趋势指南

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from Having to Being

Chinese Study Abroad – Exposure to Other Cultures at a Young Age



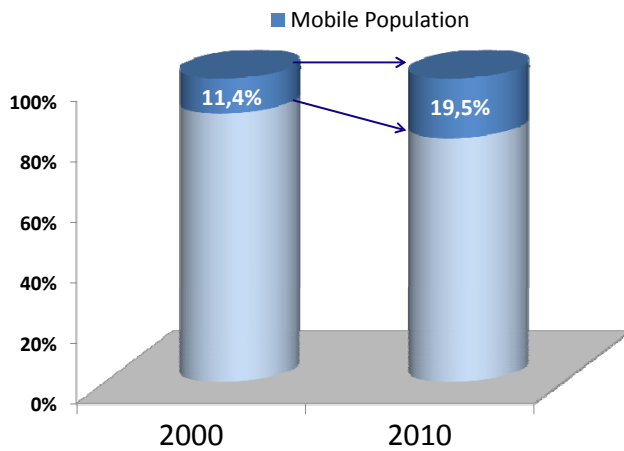
中国留学生
小小年纪接触外来文化

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Source: <http://www.eol.cn/html/jx/baogao2013/page1.shtml> 中国教育在线2013年留学趋势指南

from Having to Being

China Mobile Population Increased 81% from 2000 to 2010



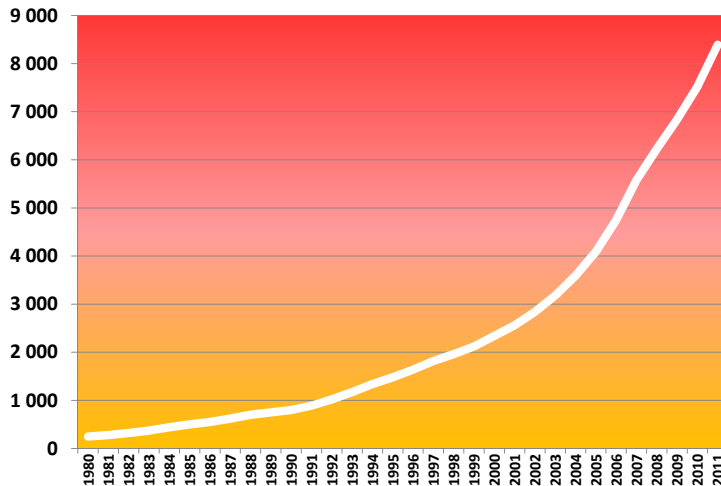
2010人口普查：
流动人口占中国总人口20%

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Source: http://www.stats.gov.cn/tjgb/rkpcgb/ggrkpcgb/t20110428_402722232.htm
National bureau of statistics of China 2010年第六次全国人口普查结果

from Having to Being

China GNI per capita Growth in 30 years PPP (current international \$)



中国经济翻天覆地的变化

Source: World Development Indicator, the world bank.
<http://databank.worldbank.org/data/views/reports/chart.aspx>

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from Having to Being

From the Economy of HAVING ...to the Economy of BEING

经济式“有成”到经济式“有拥”从

“Man Makes Himself” – JP Sartre

See and Be Seen

Identify your « species »

Find and Be Found

Find others in your « species »

Know and Be Known

Define your « species »

定义你自己，
寻找你的种群。

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from Having to Being

Your Need: « BECOMING »

Maslow's Hierarchy of Needs



马斯洛需求层次理论

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from Having to Being

World Internet Usage

INTERNET USAGE STATISTICS - The Big Picture World Internet Users and Population Stats

WORLD INTERNET USAGE AND POPULATION STATISTICS (in thousands)						
World Regions	Population (2010 Est.)	Internet Users 31.12.2000	Internet Users Latest Data	% Pop	Growth 2000-2010	Users % of Table
Africa	1,013,779	4,514	110,931	10.9 %	2,357.3 %	5.6 %
Asia	3,834,792	114,304	825,094	21.5 %	621.8 %	42.0 %
Europe	813,319	105,096	475,069	58.4 %	352.0 %	24.2 %
Middle East	212,336	3,284	63,240	29.8 %	1,825.3 %	3.2 %
North America	344,124	108,096	266,224	77.4 %	146.3 %	13.5 %
Latin America /Caribbean	592,556	18,068	204,689	34.5 %	1,032.8 %	10.4 %
Oceania / Australia	34,700	7,620	21,263	61.3 %	179.0 %	1.1 %
WORLD TOTAL	6,845,609	360,985	1,966,514	28.7 %	444.8 %	100.0 %

数以亿计的互联网用户

Sources: <http://www.internetworldstats.com/stats.htm> 11 11 2010

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In the Wild

成千上万的物种中，
如何找到你的同类？

- Europe has only a few species in its forests.
- The Rain Forest has millions of species – up to 90% of the earth's terrestrial species.

How do they find each other?



茫茫的互联网世界，
如物种丰富的热带雨林

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Species Markers ®

Affinities recognize each other
by **distinguishing signs**
where **aesthetics and culture**
play an essential role

Species use <i>aesthetic markers</i> to identify members	
Feathers	Peacock
Song	Sparrow
Odor	Dog

In an overpopulated and chaotic eco-system, these signs
create pathways to move through the crowd...

Music, graphics, images, words...
permit people to know and be known amongst affinities.

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自然法则：「美」
让我们发现彼此

from Having to Being

Music defines Species:

B A M
the Be an ADMIRE
Model
The Artist exhibits the
Valued Memes,
Like a Lion exhibits the
Valued Genes

艺术家承载着备受追捧
的文化基因
正如强健的雄狮承载着
优质的生物基因

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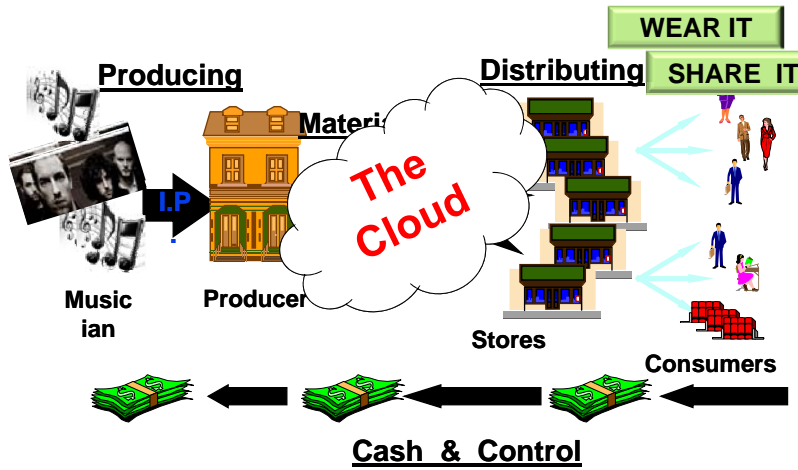
Chinese Version of "Steal her Style"
on Tao Bao

淘宝网 服饰 女装 男装 运动 女鞋 箱包 数码 手机 相机 家电 配件
Q 想找什么宝贝?
人鱼恋时尚服装
hiboyh
主营时尚服装, 各类达人服饰
首页 信用评价 所有宝贝 店铺介绍 交流区 宝贝详情
彭丽媛同款包包 第一夫人真皮女包 例外包包 优雅手提单肩斜挎包
细节展示
价格: ¥299.00
物流运费: 北京 | 快递: ¥10.00 EMS: ¥10.00
30天售出: 2件
评价: 暂无评价
宝贝类型: 全新 | 2835次浏览
支付: 快捷支付 网银支付 * 服
颜色分类:
包包列表
购买数量: 1 件 (库存95件)
立即购买 加入购物车

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from Having to Being

Music is the CHANNEL for « Species Markers ® »



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音乐与艺术 || 未来的传播
渠道

from Having to Being

The Role of Innovation

Innovation in
Technology and
Business can drive
this trend, bringing
economic value to
Intellectual Property
– and meeting
people's deep
cultural needs.

科技与商务领域的创新应当
引领这股潮流，从而为知识
产权带来经济效益，同时满
足人们根本的文化需求！

013