

# Veranderende consument: Kansen voor ondernemers

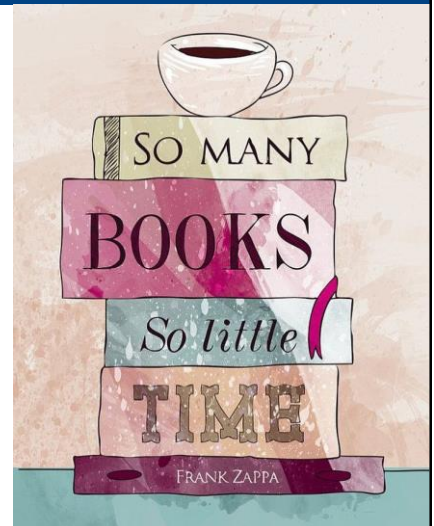
## Strijd om de Tijd KVB Boekwerk Seminar

Kitty Koelemeijer

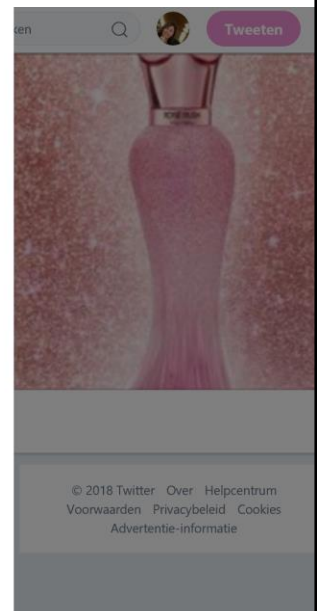
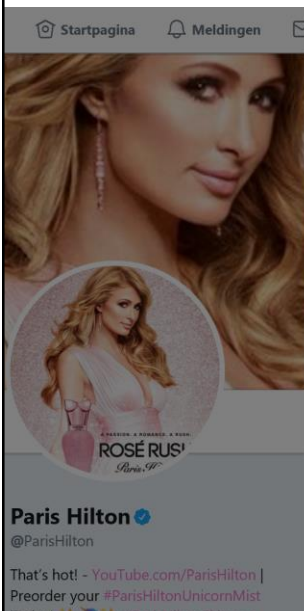
Amsterdam, 18 januari 2018



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## Jongeren lezen minder



## The average 24-hour workday



Data from the Bureau of Labor Statistics: <https://www.bls.gov/tus/charts/> and Moment App © Kevin Halesh 2017

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## Functies van lezen

- Informeren
- Identiteitsvorming en socialisatie ondersteunen
- Gezelschap en gespreksstof bieden
- Amusement/ontsnapping bieden

(Leestijd, CPB 2018, p. 12)

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## Feel-good schermtijd

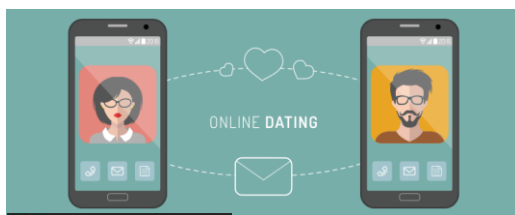


Focus on what is important to you, from stress to sleep



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## Feel-worse schermtijd

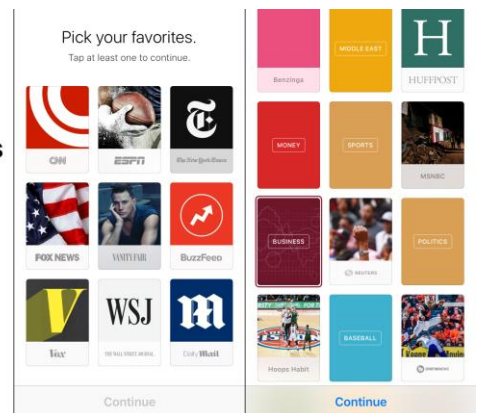


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**Ex-Facebook president Sean Parker: site made to exploit human 'vulnerability'**

Site's founding president, who became a billionaire thanks to the company, says: 'God only knows what it's doing to our children's brains'

**Olivia Solon**

@oliviasolon Email  
Thu 9 Nov 2017 20:11 GMT

f t e

This article is 2 months old

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# Flipd: Distraction blocker

Flipd Inc. Productiviteit ★★★★★ 1,378

PEGI 3

Biedt in-app-aankopen  
⚠ Je hebt geen apparaten

Toevoegen aan verlanglijstje **Installeren**

Unplug from your device when it matters most.

Measure time spent Flipd Off for class, work, and while you study.

Flipd will motivate you to stay present and focused.

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# Schermen staan centraal

## MEET ECHO & FIRE TV

### The First Alexa Endpoints

The Echo is the **first and best-known endpoint of the Alexa Ecosystem**...The Echo was built to make life easier and more enjoyable. **We also recently launched Fire TV** with Alexa integrated directly into the device.

**Simplifying everyday actions with voice** on new and familiar devices.



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Handsfree: voice assisted, projectie/oogbewegingen

Geïntegreerd: overal en altijd  
3D en flexibel

Vgl. Alexa show, Oled ultradun,

**THE VERGE**

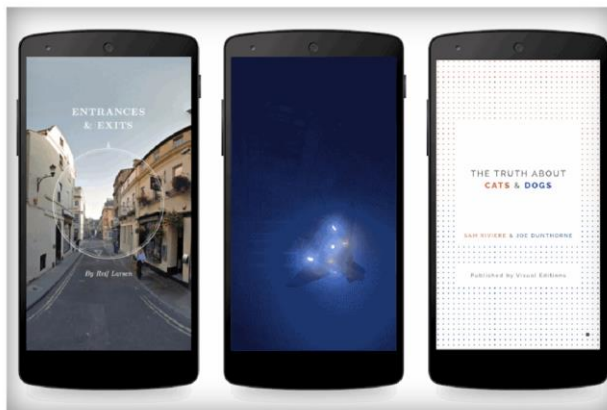
ENTERTAINMENT GOOGLE MOBILE TECH

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COMMENTS

## Google opens an online store for 'books that can't be printed'

*Editions at Play publishes titles designed for your smartphone*

By **James Vincent** on February 9, 2016 12:32 pm @jvincent



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**THE LATEST HEADLINES**

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- Samsung's Galaxy S7 and S7 Edge: everything we know so far
- This 3D bioprinter can make human-sized ear, muscle, and bone tissues
- Nissan's self-parking office chair is here to make your Monday better





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The book that is  
passed on  
30 min read time

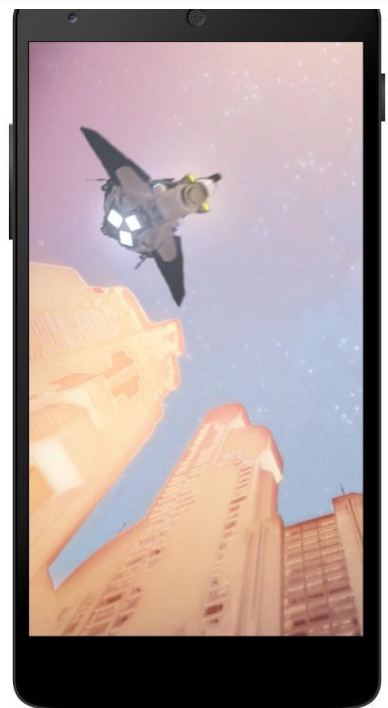
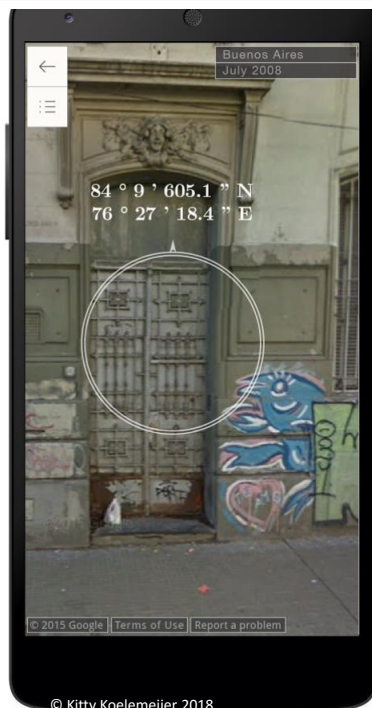
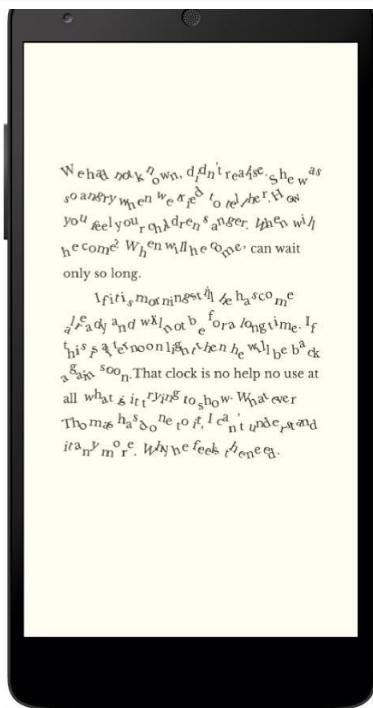
<https://editionsatplay.withgoogle.com/#/detail/free-241>

<https://editionsatplay.withgoogle.com/#/detail/free-seed>

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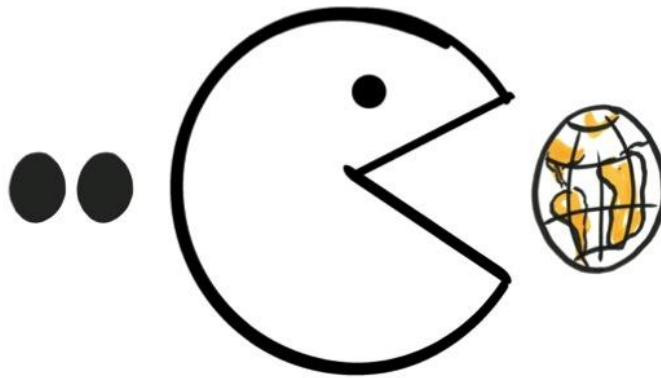
<https://www.youtube.com/watch?v=KNVskaGIJ8E>

EDITIONS AT PLAY



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# Software is eating up the world\*

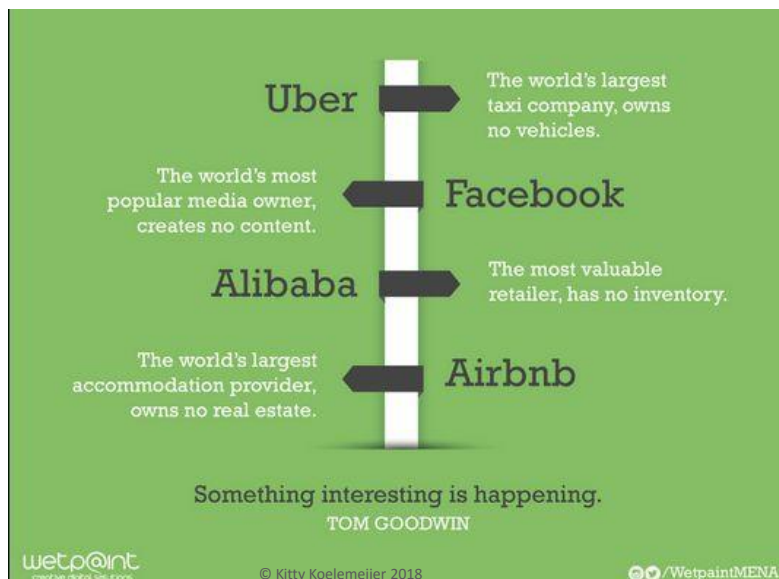


\* Marc Andreessen  
in Wall Street Journal

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## "Over The Top" (OTT) dienstverleners



# Ondernemerschap

“The pursuit of opportunity beyond resources controlled”



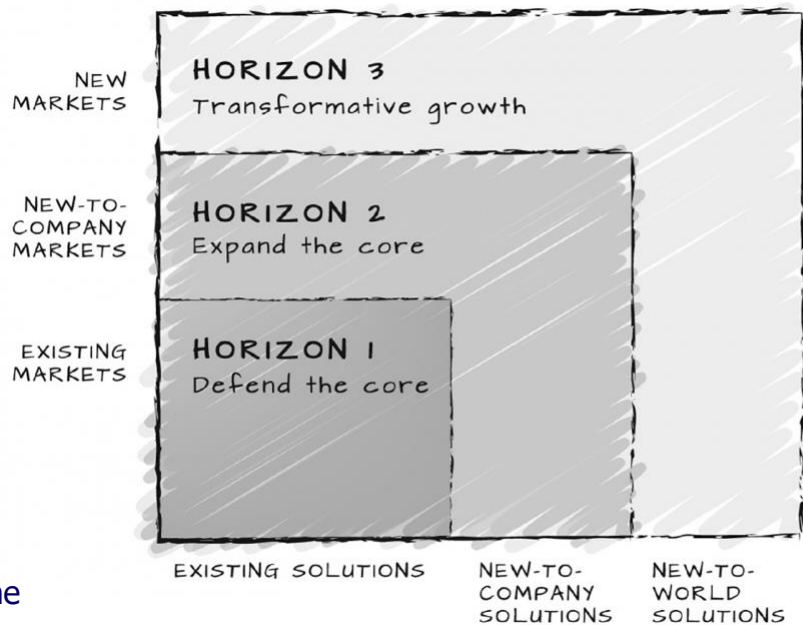
Howard Stevenson (1975)

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## Customer experience innovatie

- Place to be
- Informatie
- Schatzoeken
- Service
- Makkelijk & snel

→ Customer journey online & offline



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# McDonald's hits all-time high as Wall Street cheers replacement of cashiers with kiosks

- Cowen says McDonald's will upgrade 2,500 restaurants to its "Experience of the Future" technology by year-end, which includes digital ordering kiosks.
- The firm raises its rating on McDonald's to outperform from market perform and price target for the shares to \$180 from \$142.
- Same store sales estimate for 2018 raised to 3 percent from 2 percent.

Tae Kim | [@firstadopter](#)

Published 11:30 AM ET Tue, 20 June 2017 | Updated 4:22 PM ET Thu, 22 June 2017



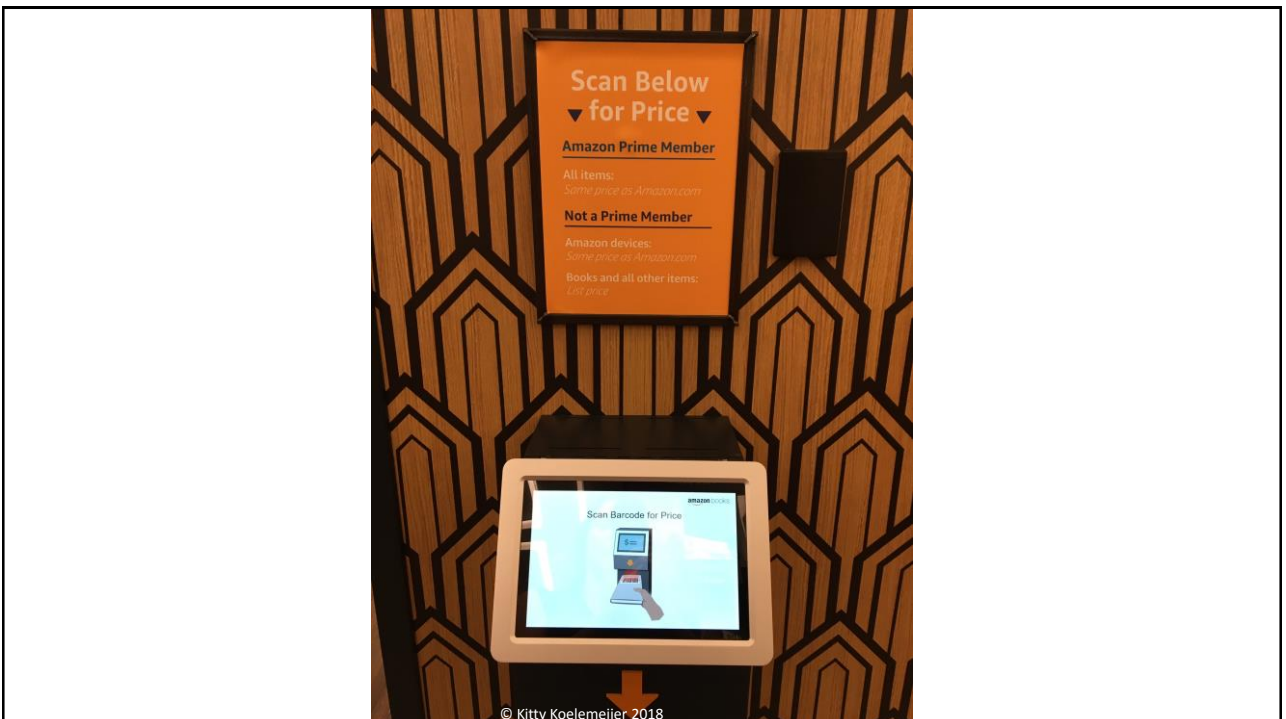
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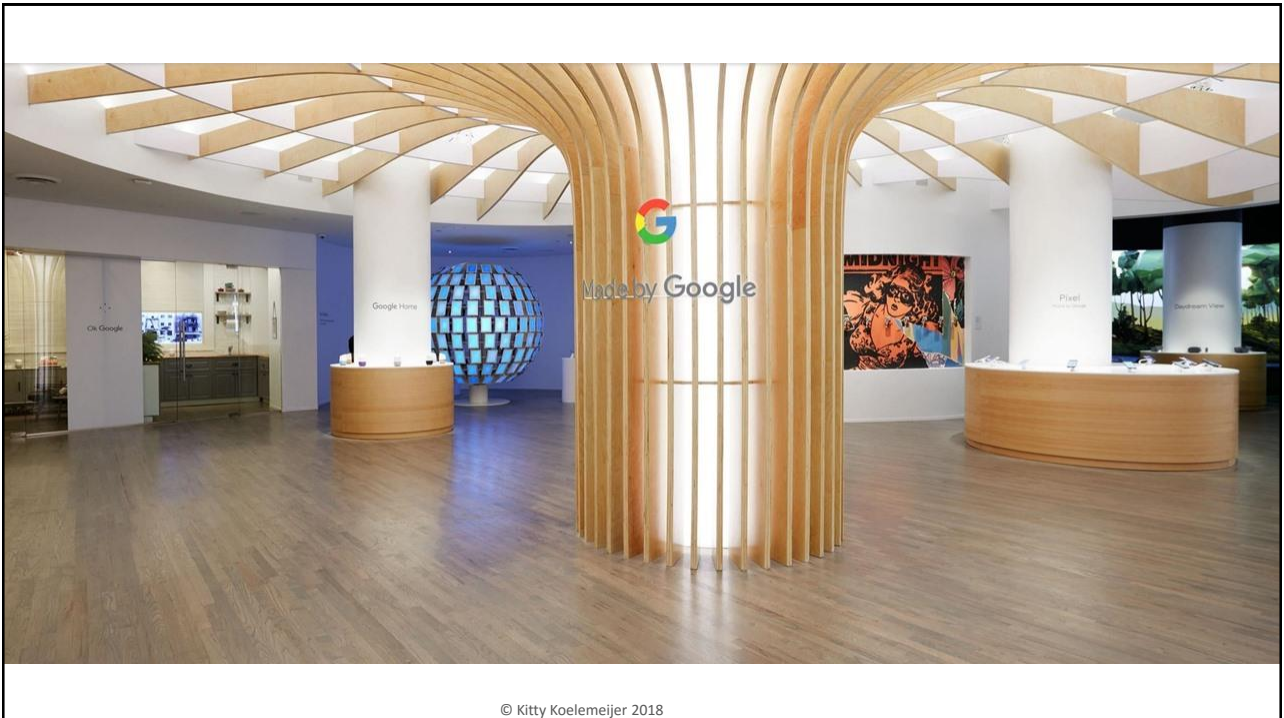












## Trending topics in retail & technology

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