

# Looking for growth

THROW AWAY THE CRYSTAL BALL...2013 ISN'T GOING TO BE DRASTICALLY DIFFERENT TO 2012, ECONOMICALLY SPEAKING. HOWEVER, THERE ARE OPPORTUNITIES TO NURTURE GROWTH IF YOU TAKE THE RIGHT ATTITUDE.



“ At the beginning of every year most media is expected to publish something on how the next twelve months may shape up, gazing at a personal crystal ball, or rather, as most journalists do, at one of several news aggregator services. (Sorry if I have disappointed those who still believe journalists have access to highly secret sources or James Bond like tools, it's just hard graft.) The trouble is that by the end of January writing about another yearly forecast is like visiting your aunt and being offered a stale mince pie.

Besides, despite small changes in some sectors of the economy (with manufacturing appearing to be more buoyant), overall we should expect a 2013 pretty much similar to the one just gone, perhaps a little less stressful – no Mayan predictions of end of the world, you'd be pleased to hear – but still quite stagnant. This situation will persist for as long as Europe is refusing to sort out its problems, mainly of their own making

caused by ignoring common sense and every economic advice on the perils of creating a single currency founded on rhetoric, rather than on good fiscal practices.

While Europe is languishing, however, lots of other countries thrive. Take Brazil, for example, where a staggering 4% growth is expected in 2013. This represents a decline on previous years, but a figure which is still monumentally higher than the UK one.

And for this reason UK manufacturers will be forced to continue to look outside Europe for their own growth opportunities. Adapting to the realities of foreign markets can be tricky, especially in what has in effect become a 24/7 society. Thanks to email and social media organisations are expected to reach out and react instantly. We said before and continue to maintain that only those companies that are flexible enough to adapt and engage with the new way of doing business will succeed.

I would therefore like to conclude with a few words of wisdom on 2013 by the Director of Planning of CP+B, a very large strategic marketing company in the USA. This is what Wojtek Szumowski said in a recent interview in co.Create, “We are in a very inventive time – culture is blended with technology, people are hacking, fighting back, inventing, creating mutant forms. We are co-evolving (with) technology, not just adopting it. We need to think about people as protagonists ... rather than treating people as consumers of brand and product meaning.”

*Which roughly translates that in 2013 and beyond people power, or knowing and engaging with your customers and prospects at even greater depth, will matter more than ever.* ”

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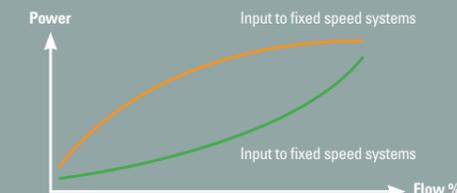
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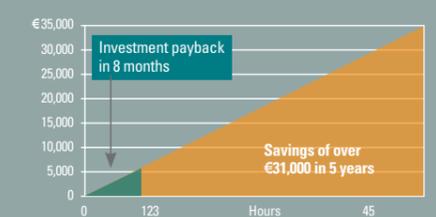
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