

Innovation in the Business world – Friend or Foe?

Think about the changing world in which we live in, it's exciting to welcome new technology to help improve our everyday lives. However, it is all good news? Read and watch the articles below and be ready to discuss your thoughts when we see you in class!



Watch this clip on 'Flippy' the fast food robot

<https://www.youtube.com/watch?v=oJkQkr3Yy2Q>

Read this article on the Starship delivering groceries for the Co-op

<https://www.co-operative.coop/media/news-releases/robots-roll-out-in-wakefield-as-starship-technologies-and-co-op-expand-quick>

Question - How do you think new technology can benefit the residents and businesses of Bolton? What are the advantages and disadvantages?



The Neuroscience of Branding

Why do you prefer and buy certain brands than others?

How is your buyer behaviour influenced by leading businesses in the world? Do you agree with businesses tactics to persuade and influence customers?



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Watch this clip on persuasive advertising and branding

https://www.youtube.com/watch?v=mkDVC_izIV0

Read the article on Neuro marketing

<https://hbr.org/2019/01/neuromarketing-what-you-need-to-know>

Question - How do you think that Bolton town centre can improve its brand image? What would attract you to visit the town centre more often?