

Campaign Strategy Newsletter No 41, 03 May 2008: Values-Dynamic Tipping Point

Values-Dynamic Tipping Point

A short new report published at

http://www.campaignstrategy.org/newsletters/values_dynamic_tippingpoint.pdf

describes how the UK - and possibly other countries - is experiencing a 'tipping point' in culture because of a dynamic between the three main 'values groups' of Pioneers, Prospectors and Settlers. This dynamic, which hinges on the tendency of Prospectors to emulate the behaviours (not adopt the values) of the dominant group in society, has been triggered by the emergence of Pioneers as the single largest group. It promises rapid change but also threatens to leave campaigners stranded 'behind the curve'. Read it now to enjoy the link to an illuminating BBC programme which helps illustrate the point, while that is still available online:

http://www.bbc.co.uk/iplayer/page/item/b00b5bn6.shtml?src=ip_potpw

China and Tibet

Readers interested in the Tibet protests discussed in previous editions may also like to read an interesting article by China scholar James Millward:

http://www.opendemocracy.net/article/governments/how_china_should_rebrand_0

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HOW TO WIN CAMPAIGNS pub April 7 2005 Earthscan by Chris Rose see

www.amazon.co.uk/exec/obidos/ASIN/1853839620/ref=ed_ra_of_dp/202-6151204-2796606 or at a discount from www.earthscan.co.uk