

**VELOCITY: THE SEVEN NEW LAWS FOR A WORLD  
GONE DIGITAL**

Cameron Branca

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## Velocity - The seven new new laws for a world gone digital | Oxford College of Marketing Blog

Velocity: The Seven New Laws for a World Gone Digital Stefan Olander is the vice-president of Digital Sport at Nike and Ajaz Ahmed is the.

## velocity-the-seven-new-laws-for-a-world-gone-digital-overview Archives | Kim Hartman

Velocity: The Seven New Laws For A World Gone Digital by Stefan Olander, VP Digital Sports Nike and Ajaz Ahmed of AKQA.

## Velocity: The Seven New Laws for a World Gone Digital | upecadumih.tk

This Thursday, May 3, marks the release of Velocity: The Seven New Laws for a World Gone Digital, co-authored as a conversation between.

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That is one of the reasons why the growth of tablet computing or mobile phones with touchscreens has been so extraordinary: it is because touch, voice, gesture are incredibly human, instinctive and natural. There is a whole generation who are confused as to why things are going backwards when they go into an office, whereas their experience outside is much more streamlined, much more efficient and much more focused. Buy It Now.

No, because it's about context. Our belief is what we have to do and the thinking. Get going, then get better. This means Olander has yet to hit his goal for the day, an achievement that will be rewarded when it switches to green.

Written as a conversation between Olander and Ahmed, Velocity is a highly pertinent. Over the past 15 years, Stefan has been a core contributor in evolving Nike's consumer connections across the globe through his roles in EMEA, the Americas and, currently, at its global headquarters in Beaverton, USA. The best thing about it was how the authors backed up their impressive content and ideas with recent examples of organizations and companies that went wrong – and where they went wrong.

