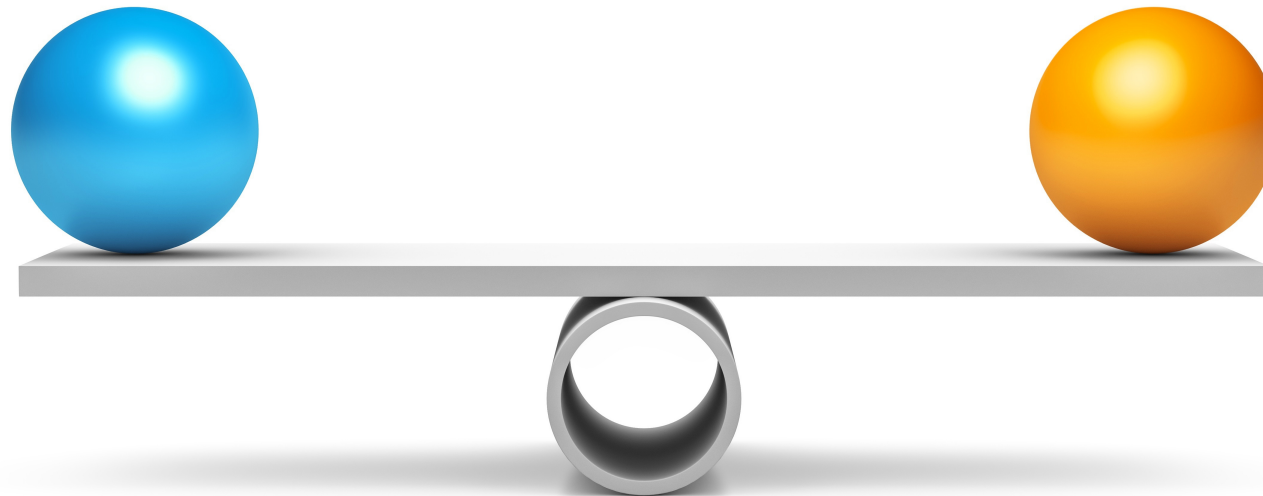


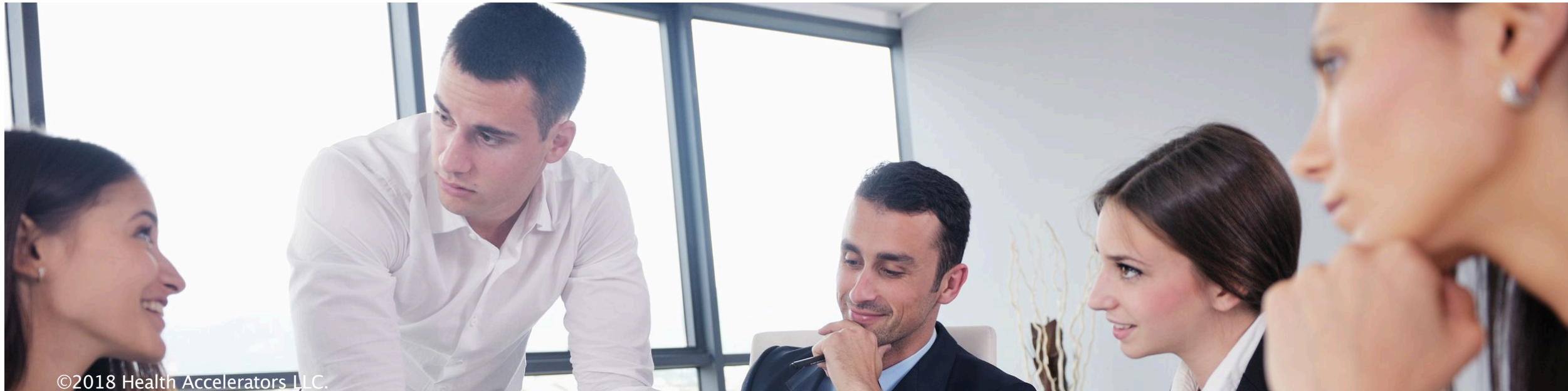
BALANCING THE NOW WITH THE NEW: Running a Brand in 2019



JOE SHIELDS

NOVEMBER 13, 2018

Some Advice about Giving Advice





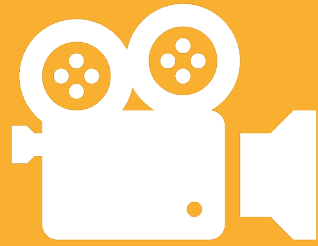
BENJAMIN FRANKLIN

**“Wise men don't need advice.
Fools won't take it.”**



AGATHA CHRISTIE

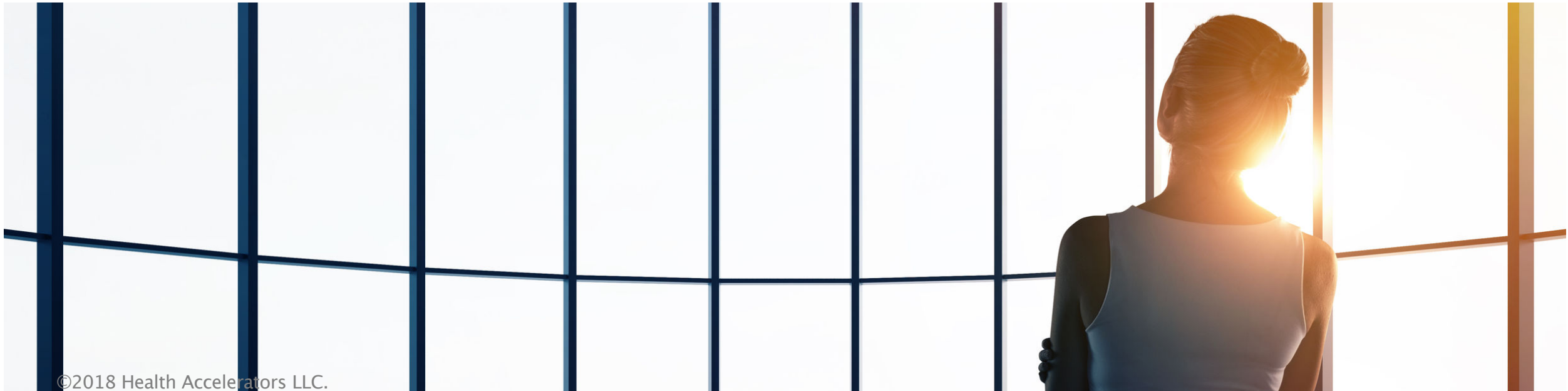
“Good advice is always certain to be ignored, but that's no reason not to give it.”



MATTHEW McCONAUGHEY

“The best advice comes from people who don't give advice.”

5 Brand Management 'Advices' for 2019



1

Make Friends with Finance



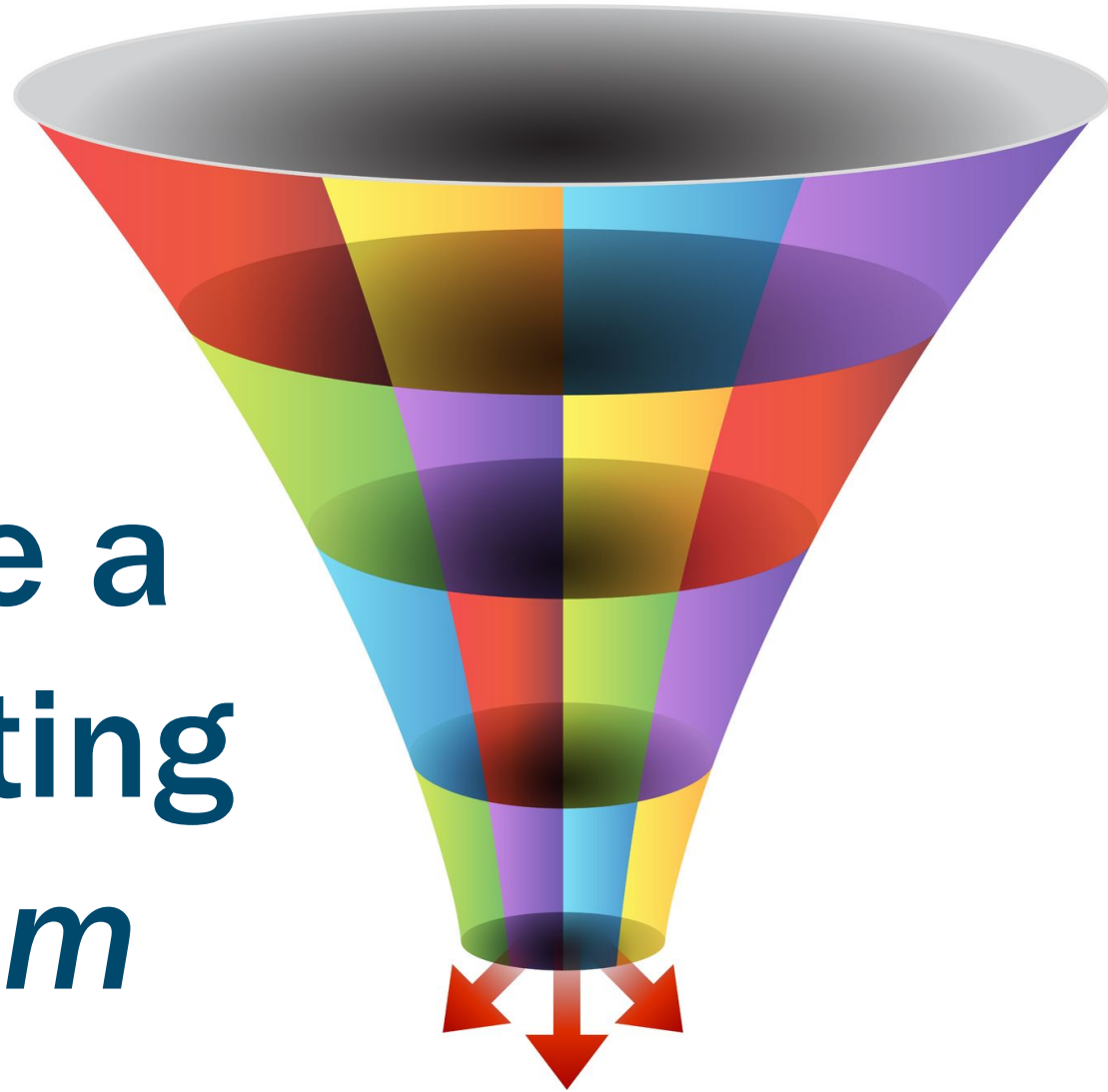
2

Manage the White Space between Partners



3

Create a Marketing *System*



4

Think Like a Portfolio Manager



5

Leave Room to Flex



Now, Let's Look at the **Future** >>

