

FROM TO

# DIGITAL DIGITAL

# TRANSACTORS INTEGRATORS

**MARK McCRINDLE**  
McCRINDLE RESEARCH

# EMERGING TRENDS

## ABCs FOR DIGITAL TRANSACTORS



# EMERGING TRENDS

## ABCs FOR DIGITAL INTEGRATORS



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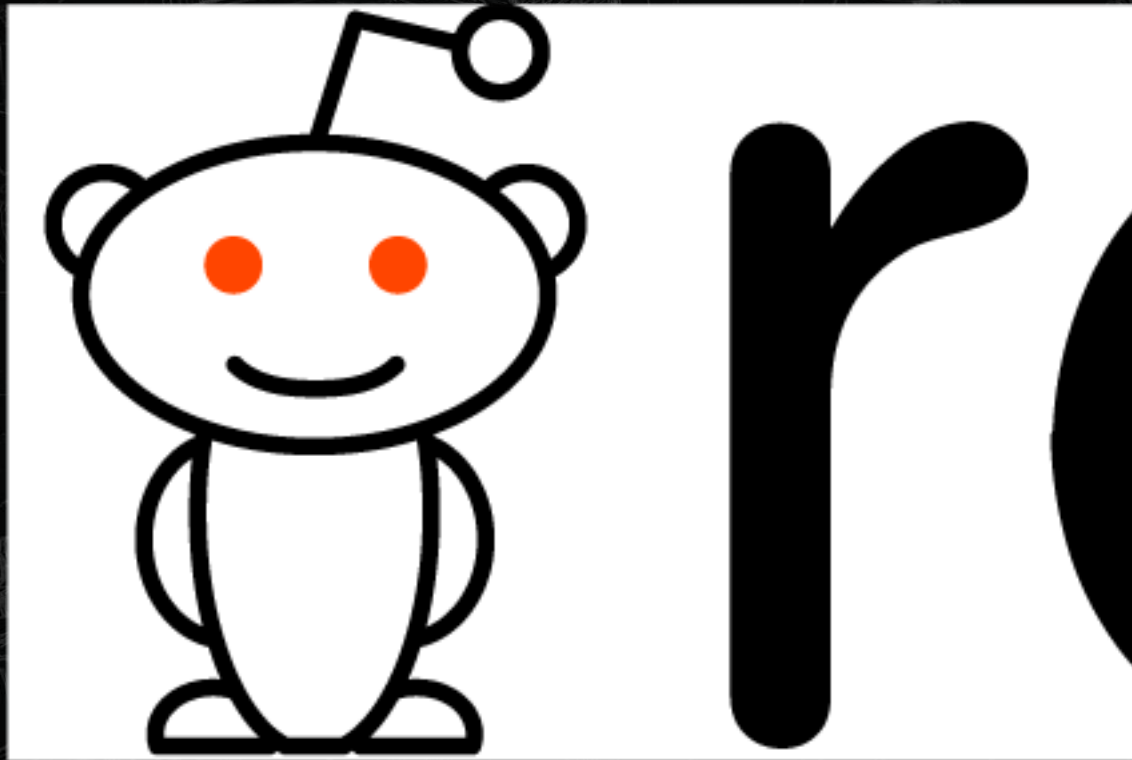


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**JOY**

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AMAZON



BLOGGER



CANON



DIGG



EBAY



FACEBOOK



GOOGLE



HABBO



INSTAGRAM



JAVA



KLOUT



LINKED IN



MSN



NINTENDO



ORKUT



PINTEREST



QUORA



REDDIT



SKYPE



TWITTER



UBANK



CHANNEL V



WIKIPEDIA



XBOX



YOUTUBE



ZYNGA

# HOW MANY DID YOU IDENTIFY?

**0 - 10:** SOUNDS LIKE YOU'RE A **BABY BOOMER**

**11-15:** I'M GUESSING **GENERATION X**

**16-19:** HI **GEN Y**

**20+** PROBS **GEN Z**

# Mark McCrindle



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