

ALJOŠA

BAGOLA

PRISTOP

HVALA.

BREZALKOHOLO

PIVO, PROSIM.

TRISTO

KOSMATIH!

A scene from Star Wars: The Force Awakens featuring Finn and Chewbacca in a workshop. Finn is on the left, looking off to the side with a serious expression. Chewbacca is on the right, looking towards the camera with a slight smile. They are in a dimly lit workshop with various tools and equipment visible in the background.

TRISTO
KOSMATIH!

STARWARS.COM

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A promotional image for the movie Star Wars: The Force Awakens. It features Finn (played by John Boyega) and Chewbacca in a workshop setting. Finn is in the foreground, looking off to the side with a serious expression. Chewbacca is behind him, also looking in the same direction. In the background, a droid is working at a workbench. The scene is dimly lit with warm, orange-toned lights.

LET'S GET
SERIOUS.

STARWARS.COM

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1. EXPECTATIONS
2. MANAGEMENT
3. EFFECT

SATISFACTION =
REALITY -
EXPECTATIONS

EXPECTATION

A close-up photograph of a woman's face, looking directly at the camera. She has dark hair and is wearing a red garment. The background is a solid red color. The magazine title "Rolling Stone" is printed in a large, yellow, stylized font with a black outline, spanning across the top of the image. In the top right corner, there is small white text: "2004/11/11 - 11/12/2004", "FOTO: ROLLINGSTONE.COM", and "11/11/2004".

2004/11/11 - 11/12/2004

FOTO:
ROLLINGSTONE.COM

11/11/2004

Rolling Stone

INVENTING EDDIE VEDDER --- PEARL

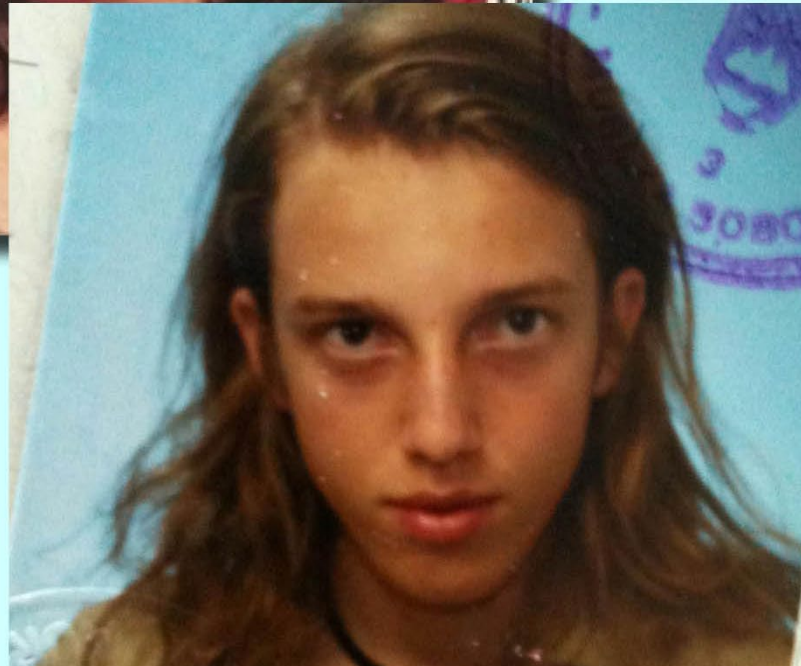


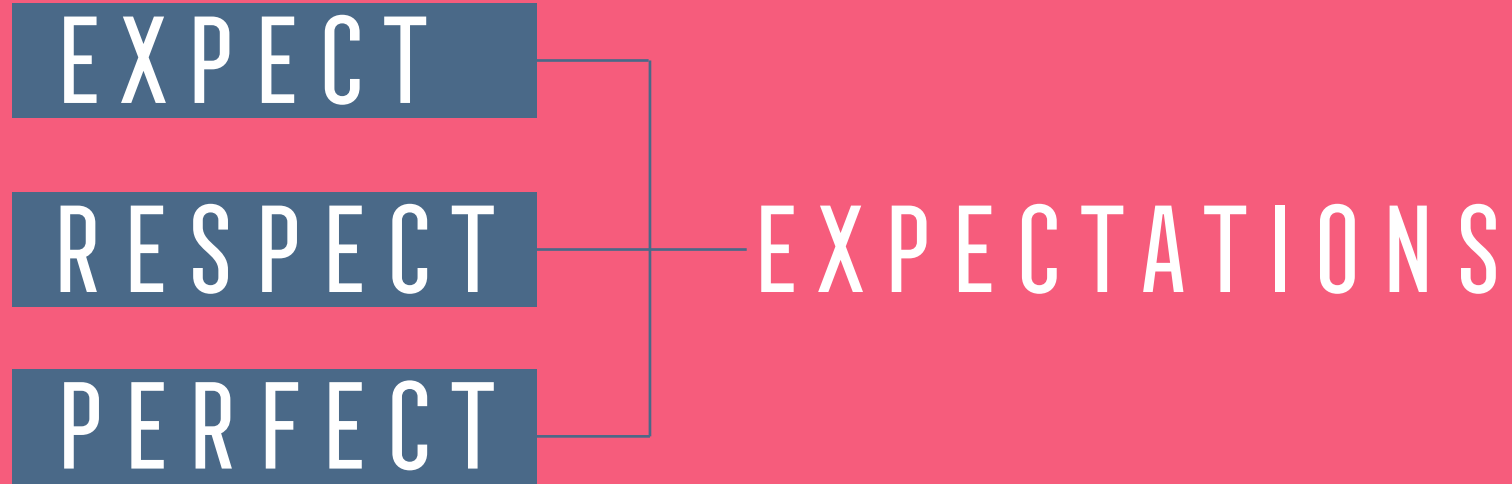
INSIDE THE GATES OF PAISLEY PARK

LEAD IT YOURSELF

REALITY







WARNING

ADVICE

INFORMATION

RECOMMENDATION

SHOCK

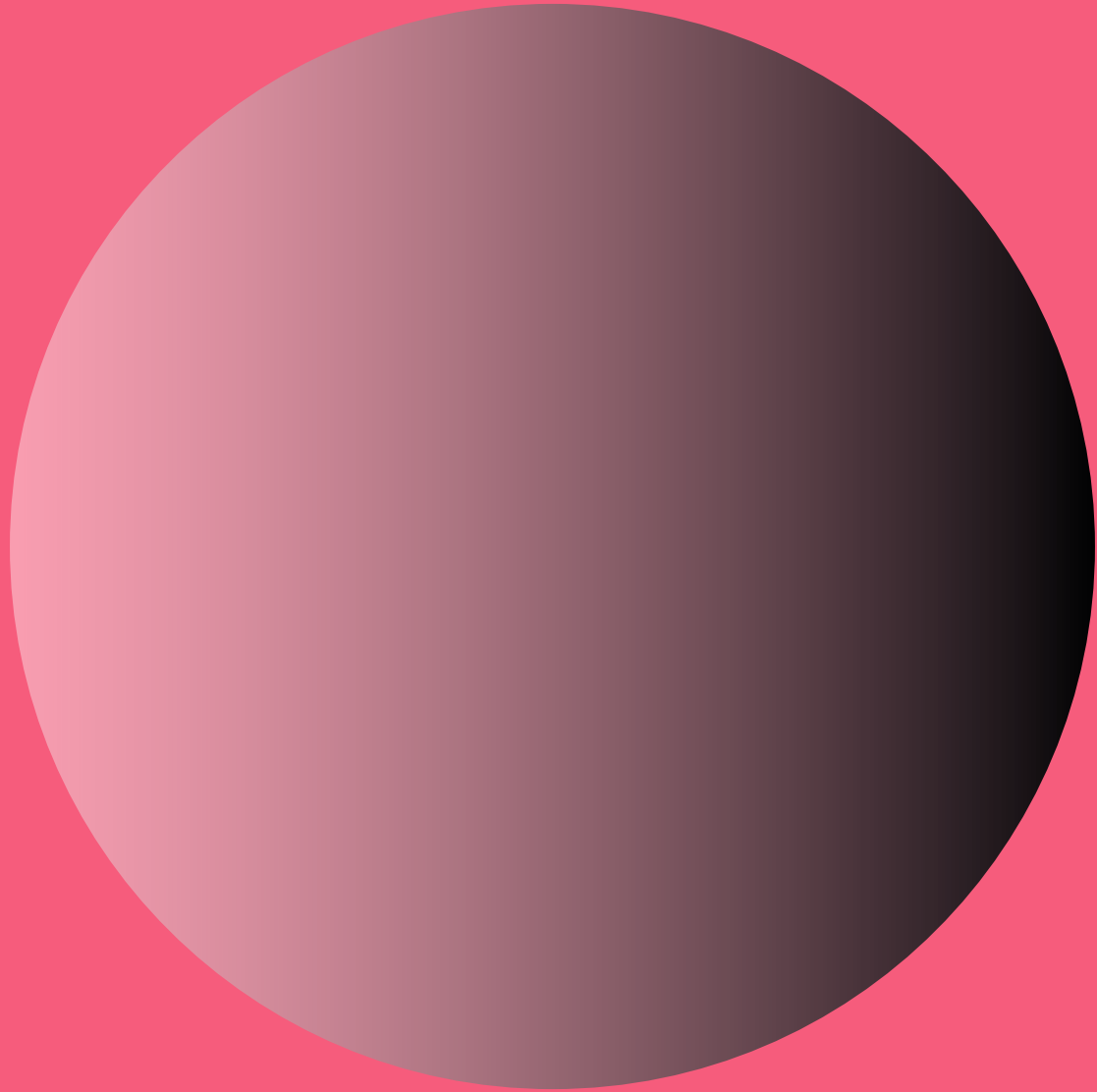
PEOPLE WANT TO BE LEFT ALONE.

PEOPLE DON'T WANT TO BE EDUCATED,
THEY WANT TO BE ENTERTAINED.

PEOPLE EXPECT FROM BRANDS AND
INSITUTIONS TO MAKE THEIR LIVES
EASIER.

EXPECT THE EXPECTED.

DO THE UNEXPECTED.





LOUD + NOISY



HECTIC



DECISION FATIGUE





SOURCE:
[HTTPS://DARA-
FORD.COM/](https://dara-ford.com/)

@ALJOSABAGOLA

0-2001





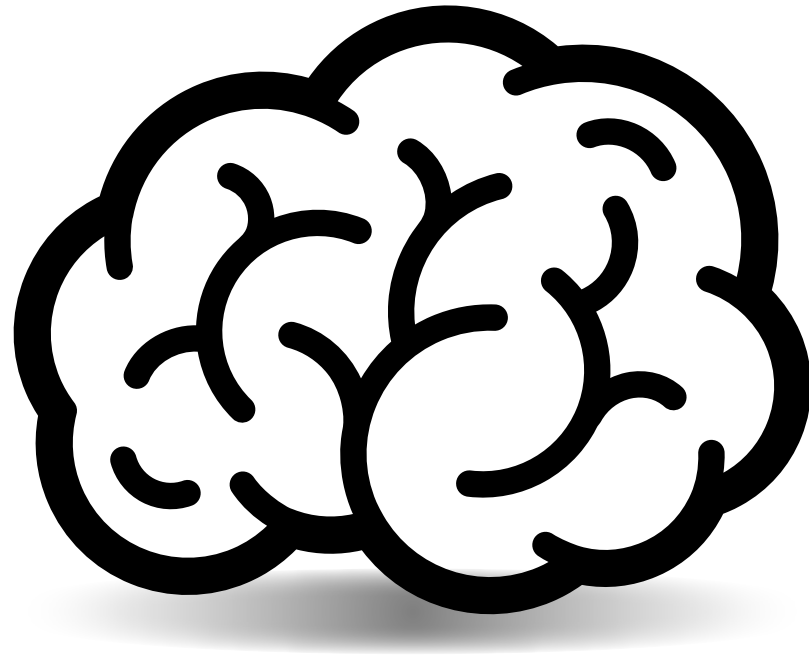
A close-up photograph of a gourmet burger being held by two hands. The burger is stacked with several layers: a thick, dark, seared patty; a slice of melted yellow cheese that is dripping down the side; a perfectly fried egg with a bright yellow yolk; and a golden-brown fried bun. The top half of the bun is being lifted, revealing it is filled with cooked, ring-shaped pasta (like farfalle) and melted cheese. The background is blurred, focusing attention on the food.

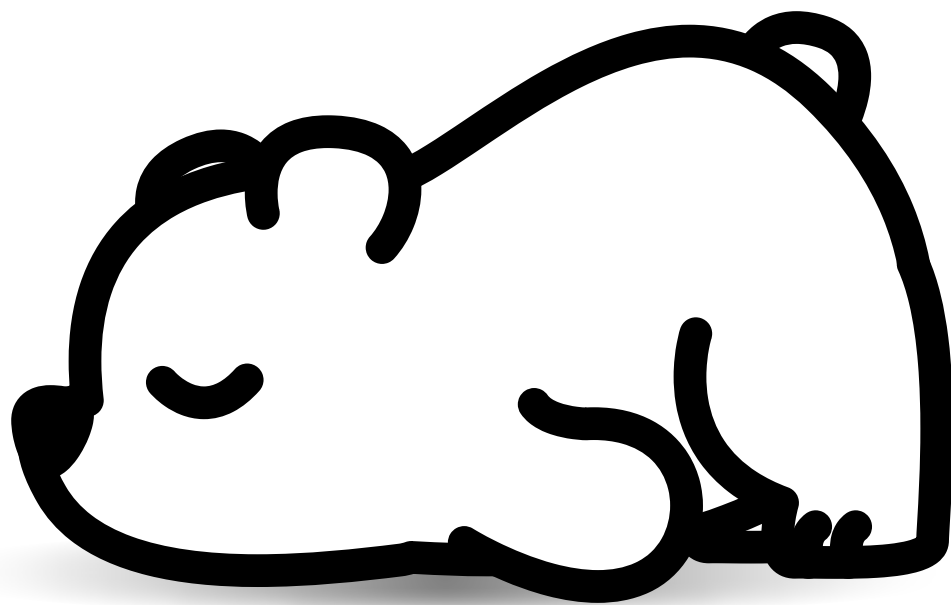
#NOMNOM

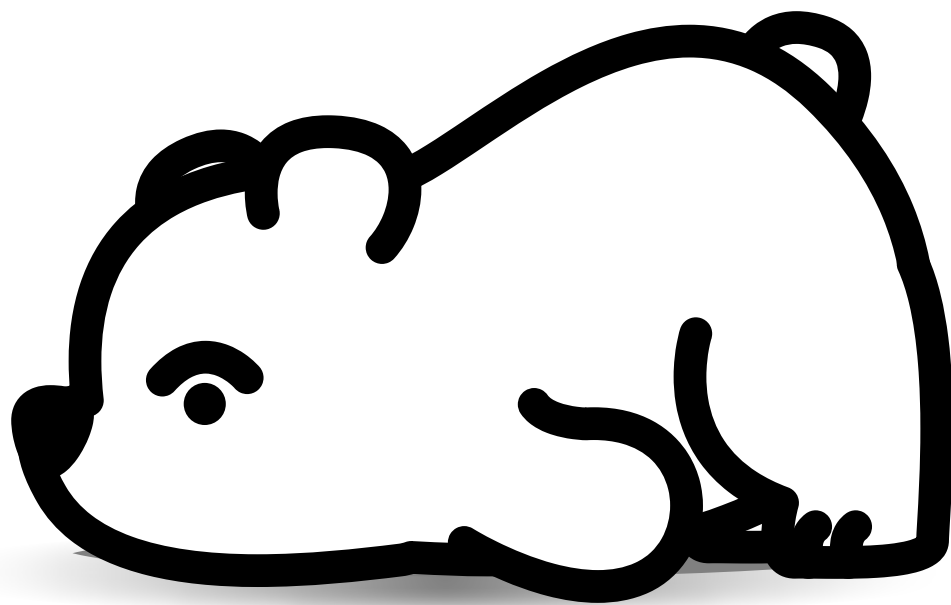


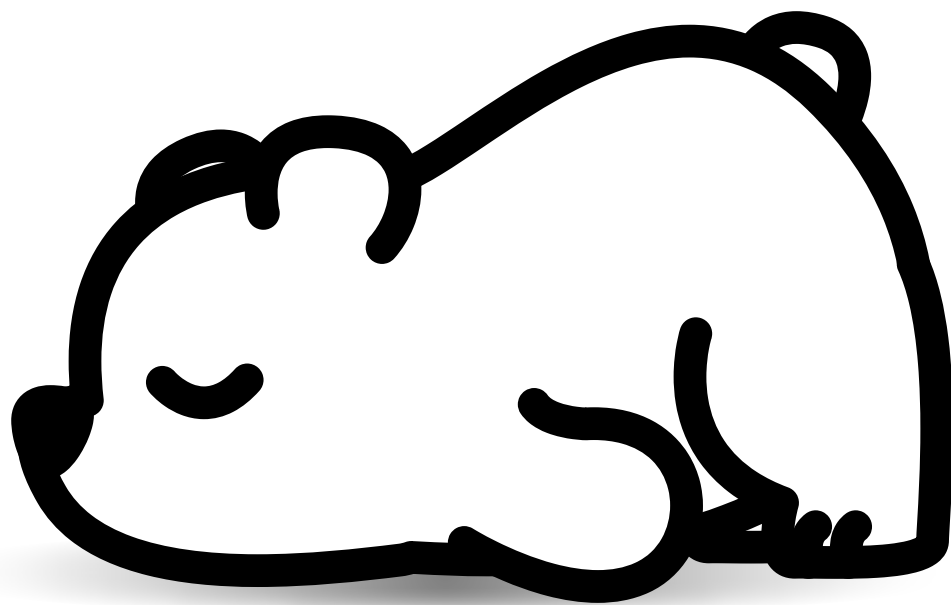














Dave
: meeting at 2pm?



Team Up!
New team board and work flo...



Flight
- 10 AM



Like

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1 New Inbox
See what update from your ..



Donald J. Trump ✓

@realDonaldTrump

Following

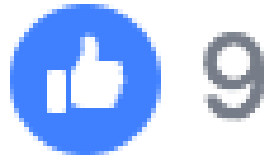


Why would Kim Jong-un insult me by calling me "old," when I would NEVER call him "short and fat?" Oh well, I try so hard to be his friend - and maybe someday that will happen!

7:48 PM - 11 Nov 2017 from [Vietnam](#)

183,421 Retweets 388,191 Likes









OUR BRAIN WAS MADE FOR THREE-
SECOND ATTENTION, BUT OUR MIND
WAS MADE FOR STORIES.



DON'T COMMUNICATE,
CREATE STORIES.



HOLLYWOOD IN TWITTER FORMAT

HOLLYWOOD
= STORY

TWITTER =
BITE-SIZE

HOLLYWOOD
= OLD

TWITTER
= NEW

OLD =
COMFORTING

NEW =
EXCITING

PEOPLE WANT THE EXCITEMENT OF NEW
AND THE COMFORT OF FAMILIAR.

WE ARE NEOPHILIC
AND NEOPHOBIC
AT THE SAME TIME.

HVALA.