

## **Introduction to Tim Peter Thinks**

## Gatekeepers Gonna Gate: How to Compete with Google, Amazon, Expedia...

- How to Compete With Amazon (and Expedia and Google and...) (Thinks Out Loud 221)
- Digital Gatekeepers and the Death of Organic Traffic (Thinks Out Loud 247)
- <u>Why Google is the Beast That Scares Your Industry's 800-lb. Gorilla (Thinks Out Loud</u> 238)
- <u>Stop Outsourcing Your Sales & Marketing to Gatekeepers Like Google (Thinks Out Loud 257)</u>
- Whose brand does Google want to build? Biznology
- Why Google Keeps Winning. And How You Can Win Too. (Thinks Out Loud 263)
- Deal With It: Digital Makes Marketing Easier for Everyone, Which Makes Marketing Harder For Everyone (Thinks Out Loud 213)
- <u>The Single Most Effective Way to Improve Your Brand's Digital Marketing</u>
- Want to Own the Customer? Own the Data (Thinks Out Loud 112)
- How To Run Your Business As If Google Didn't Exist (Thinks Out Loud 298)

## It's All E-commerce: How to "Do Digital"

- A Digital Transformation First Step: What You Can Do Right Now (Thinks Out Loud 294)
- <u>The Five Drivers of E-commerce and Digital Transformation for Your Business (Thinks</u> <u>Out Loud 293)</u>
- Two Key Steps Towards Digital Transformation (Thinks Out Loud 295)
- <u>The Biggest Risk to Your Business? Becoming a "Hidden Intermediary"</u>
- Will Digital Turn Every Business Into a Service? (Thinks Out Loud 235)
- What Won't Change: The Trends Shaping Digital Next Year (Thinks Out Loud 232)
- Marketing at the Speed of Digital (Thinks Out Loud 215)
- We're in a Recession. What Should Your Marketing Team Do? (Thinks Out Loud 291)

## **Diving Deep into Hotel Marketing**

- The Hotel Marketing and Distribution Trend You Care About Most This Year
- The Big Myth About Hotel Metasearch (Travel Tuesday)
- The Lessons You Should Learn from Expedia's Recent Troubles (Thinks Out Loud 268)
- Why Hotel Marketers Must Think "Backyard and Bundle" When Demand Returns
- <u>Coronavirus COVID-19 and the Travel Industry: How Hotel and Travel Companies Can</u> <u>Manage Business Disruption</u>