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The Elevator - December 2008
 What a quarter! What an excitement! The last few weeks and months has been quite a roller coaster for investors, especially for those who are active participants in the equity markets.

LATEST PROJECTS

Euroderm: Euroderm AG is a biotech company with core competences in research, development, production, and distribution of innovative therapies for the treatment of chronic wounds and high-performance human skin models for in-vitro tests in the pharmaceutical, chemical, and cosmetic industries

Anocsys: Anocsys is a young, Swiss high-tech company. Its core business is the development of technological solutions for the active reduction of noise. The company was created in 2004 for its work in the field of Active Noise Cancelling (ANC) they received an award from the technological institute of Zurich and McKinsey.

Test Strips: The company has a revolutionary new product which is a Saliva based diagnostic for over the counter test for Pregnancy, HIV, Hepatitis, Tuberculosis, Malaria, Alcohol and drugs of abuse

LATEST FEATURES

Master of Sound: In permanent search of excellence, The Elevator talks to Michael Brecht (aka), the five-time Swiss and European champion in luxury sound conception about what real audio luxury represents.

Value of Social Networking: Can you imagine our daily lives without an internet access? Can you imagine not being connected? Can you survive a day without your emails? If your answer to the above questions is no, you are certainly a member of one of today's cyber communities!

Luxury Arbitrage: We've always liked the word arbitrage. Many people don't know what it means and those who do know allocate it to the world of finance and economics; it is a mythical word that you'd hear in movies such as Wall Street or other Hollywood blockbuster about the stock market.

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VALUE OF SOCIAL NETWORKING

Can you imagine our daily lives without an internet access? Can you imagine not being connected? Can you survive a day without your emails? If your answer to the above questions is no, you are certainly a member of one of today's cyber communities!



Not too long ago, in order to meet new people you had to travel and participate in events, whether business or social ones. In addition, you were meeting so many people at the same time that it was almost impossible to keep in touch with all of them, let alone a fraction. It is a pity to admit but it is linked to our time capacity. It also happens, that while travelling we meet the same people or while meeting new ones, we discovered that we know the same people. Of course you wish to keep in touch but if you want to do so you would be spending most of your entire time just connecting, and it is for these reasons, that the first networking sites were created and since then they have been growing and exceeding any possible expected dimension. Question is which out of all of them are the best to be in and what to expect from each.

One of the first sites, created by professionals for professionals was LinkedIn (www.linkedin.com), it became a professional worldwide database where almost any professional has his or her profile. The main objective was to facilitate keeping in touch for business reasons, be it updating on your career progress as well as allowing people to find new jobs or recruit. With time, LinkedIn, in order to keep up with the development of other networking sites, added some applications which facilitated communication amongst members and allowed them to create their own groups of interests, running forums on special, professional topics.

As much as LinkedIn was a great idea, it seems like it did not fully responded to the exact needs of the modern-day users. People wanted to have something that is easy and user-friendly, something you can have fun with, something that can help you in an easy way to keep in touch with your family and friends, something which will keep you in touch with your friends on a constant basis even if they are thousands of kilometres away. All these needs have been met at one phenomenal site called Facebook a social networking site initially created for students at Harvard University. The Facebook success story exceeded any possible expectations (especially because its value has been at some point, estimated at an astronomical \$15 billion). Everyone can be a member and connect with friends or create new friendship with complete strangers. A number of applications created on Facebook allow you to interact with your friends on different levels, from pure simple messages to creative applications, competitions, compatibility tests and more.

Like in every product, next to public ones for everybody, there has to be something for the elite, and here come the phenomenon of creating private internet networks which are somewhat like private clubs to which you have to be invited and where you have to respect strict rules in order to stay in. These clubs are more selective and you can expect that people who are there are similar to you, with similar education and similar mindset. One of the first and most probably best ones, without a question is ASW (www.asw.com), created in 2004. ASW became more than just a social internet network; it became an icon brand and the benchmark for the followers. ASW applies very strict rules and imposes "savoir-vivre" to its members via controlling their behaviour through several dedicated, monitoring webmasters. No other invitation-only online network is bigger than ASW and has received so much attention from the international press. Decayenne, Qube by Quintessentially, Global Urbanities, they are all similar private networks, but a bit more liberal and less controlled and never really managed to beat the exclusivity and position of ASW.

What is the difference between the public and the private network? How to choose the best one to become a member of? Networks like LinkedIn or Facebook allow you to be present in the global cyber community, while networks like ASW allow you to belong to and have access to the elite of this world, to people who are similar to you, people who value their privacy but at the same time wish to be part of an elite community and who are meeting frequently all over the world at various, special events. It is also a safer environment to establish business contacts. Besides its existence in cyberspace, ASW is above all based on human relations; you have to know someone to connect. Members are meeting at exclusive events and very often find common friends very quickly – as you may have said to a friend who knows a friend "Wow, isn't it a small world". Besides fun, which Facebook is the source of, thanks to networks like ASW it is not only easier to keep in touch with people

 MEDIA PACK

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you know already, but thanks to open forums it is easier to meet new people who have similar interest both on a personal and professional level. It has been proven that the power of networking in today's world is very often a key to your success so if you are not connected yet, find out if one of your trusted friend will be able to invite you to an invitation-only network and in the meantime get started with a public community – it'll be worth your while.

> Categories:

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