



Hello!

Time again to reach across to clients, colleagues, and friends.

Span Consulting continues research, strategy, brand expression, and innovation activities in 2009, especially in growing Asia.

Jeff McFarland, founder of Span, has recently spoken on brand and innovation topics for:

- Asia Business Forum, Kuala Lumpur: Brand Innovation
- Taiwan Design Center, Taipei: Growth and Innovation
- Sony Asia-Pacific, Singapore: Maximizing Advertising and Promotion
- Dhurakij Pundit University, Bangkok: Strategic Brand Management
- Marketing Institute of Singapore: Marketing Innovation

The latest published writing and interviews are:

- [The Singapore Marketer: Marketing Innovation \(Author of Cover Story\)](#)
- Brand Age Essential, Thai Edition: International Integrated Marketing (Interview)

Some updates are in progress on the [Span website](#). Check the “[Links](#)” tab for published articles and ideas, and “[Clients](#)” for an updated list of partners.

Finally, current Span projects include continued new brand and product development work with GS Home Shopping and a new project with Korea Rail. Now looking forward to growth in Taiwan.

And what can WE do together?

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