Korporativno komuniciranje

**Fakultet političkih nauka, ljetnji semestar 2020/21 godine**

# Prvi domaći zadatak

Izaberite jedan od TEDx govora koji su ponuđeni u nastavku teksta i napravite kratku analizu. Od Vas se očekuje da napišete zašto ste odabrali baš taj primjer, kakav je utisak ostavio na Vas i da li Vas je na nešto motivisalo to što ste čuli u govoru.

Dozvoljeno je i da predložite neki drugi TEDx govor. U tom slučaju kopirajte link tog govora i odgovorite na sva pitanja pomenuta u tekstu iznad.

Rok za slanje ovog zadatka je 15. april, a adresa je: korporativno.komuniciranje@gmail.com.

Uživajte u ovim divnim pričama!

# Teme:

1. Seth Godin TED talk - How to get your ideas to spread

<https://www.ted.com/talks/seth_godin_on_sliced_bread>

2. Nikolaos Dimitriadis TEDx talk - Communication illusion and Brain-Based Solution

<https://www.youtube.com/watch?v=GvXPuQGPLB8&t=1s>

3. Daniel Amen TEDx talk - The most important lesson from 83,000 brain scans

<https://www.youtube.com/watch?v=esPRsT-lmw8&t=6s>

4. Radoje Cerović TEDx talk - Nauka o sreći i čemu nas (za sada) uči

<https://www.youtube.com/watch?v=yXk3VnWstg8>

5. Edin Krnić TEDx talk - Roads and richness of my world

<https://www.youtube.com/watch?v=n9Ik5C0l1Mw>

6. Miloš Milošević TEDx talk - Svi možemo biti heroji lokalnih zajednica

<https://www.youtube.com/watch?v=kEZyxZrmYBo>

7. Patrick Renvoise TEDx talk - Is there a Buy Button Inside the Brain

<https://www.youtube.com/watch?v=_rKceOe-Jr0&t=5s>

8. Jenni Cross TEDx talk - Three Myths of Behavior Change: What You Think You Know That You Don’t

<https://www.youtube.com/watch?v=l5d8GW6GdR0&t=7s>

9. Richie Etwaru TEDx talk - Can you control your own luck

<https://www.youtube.com/watch?v=ncZoNORFDGs>

10. Guy Kawasaki TEDx talk - Lessons of Steve Jobs

<https://www.youtube.com/watch?v=rWv-KoZnpKw>

11. Steve Wozniak TEDx talk - Technology and social revolution

<https://www.youtube.com/watch?v=MKXjjpZqZwU>

12. Ray Burke TEDx talk - How stores track your shopping behavior

<https://www.youtube.com/watch?v=jeQ7C4JLpug&t=13s>

13. Rana el Kaliouby TED talk - This app knows how you feel - from the look on your face

<https://www.youtube.com/watch?v=o3VwYIazybI&t=559s>

14. Diana Kander TEDx talk - Our approach to innovation is dead wrong

<https://www.youtube.com/watch?v=pii8tTx1UYM>

15. Dan Cobley TEDx talk - What physics taught me about marketing

https://www.youtube.com/watch?v=8cwW\_S29faQ

**BONUS:**

Ako neko od vas nije slušao ovaj govor koji je Steve Jobs održao na Stenfordu, toplo preporučujem da izdvojite 15 min za to: https://www.youtube.com/watch?v=gxGC52TPNnY