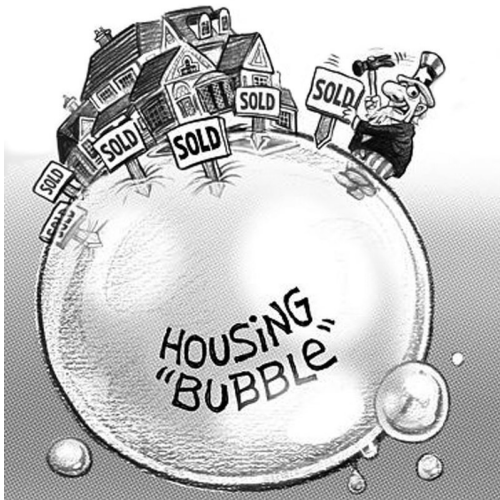


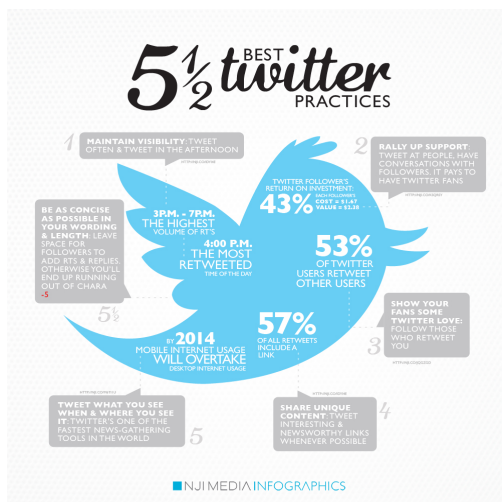
# Business Acumen



Real estate in Miami is about

out to go down again...

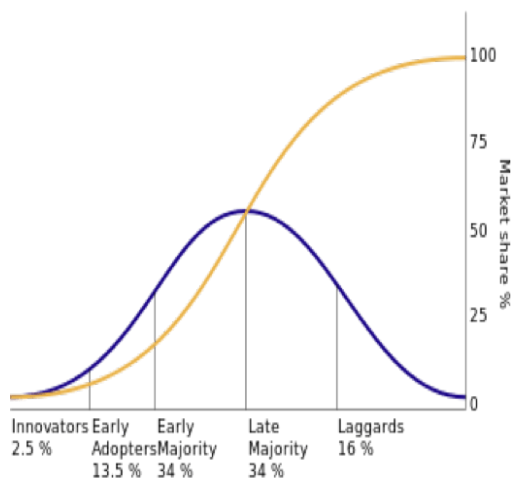
Time for real estate to go down again... Almost a year ago, I was writing about the Real Estate in Miami, and I was already aware that the time for good deals was gone. There were no longer any spaces available at a bargain price. As I had forecasted: things are now quite bad, markets are slow, realtors that were making millions a few years ago are now looking for different jobs, and cranes are still standing high but some new buildings are starting to look deserted....



Domino's Social Media,

## & Leveraging Twitter

I want to write today about Domino's Pizza, an international franchise restaurant and pizza restaurant with delivery. Their website is <https://www.dominos.com/en/> The company was founded by Tom Monaghan in 1960 and now has an annual volume of \$1.8 billion USD and 220,000 employees worldwide. Previously the company specialized in pizza. Indeed its name was Domino's Pizza, but then it started to also sell pasta, sandwiches and bread and it changed its name in 2012 to just Domino's. ...



Pr  
ic  
e  
Di  
sc  
ri  
mi  
na  
ti  
on  
Pr  
ic  
e  
di  
sc  
ri  
mi  
na  
ti  
on  
ma  
y  
so  
un  
d

st  
ra  
ng  
e  
to  
pe  
op  
le  
,  
bu  
t  
it  
's  
a  
st  
ra  
te  
gy  
us  
ed  
by  
co  
mp  
an  
ie  
s  
to  
ta  
ke  
ad  
va  
nt  
ag  
e  
of  
th  
e

wi  
ll  
in  
gn  
es  
s  
to  
pa  
y  
by  
di  
ff  
er  
en  
t  
gr  
ou  
ps  
of  
pe  
op  
le  
.  
La  
rg  
e  
co  
mp  
an  
ie  
s  
an  
d  
gr  
ea  
t  
ma

rk  
et  
in  
g  
st  
ra  
te  
gi  
st  
s  
us  
e  
it  
.  
Sm  
al  
le  
r  
co  
mp  
an  
ie  
s  
do  
no  
t  
re  
al  
ly  
us  
e  
it  
,  
so  
I  
wo  
ul

d  
li  
ke  
to  
di  
g  
in  
a  
bi  
t  
mo  
re  
an  
d  
gi  
ve  
an  
ov  
er  
vi  
ew  
on  
th  
e  
be  
ne  
fi  
t  
of  
pr  
ic  
e  
di  
sc  
ri  
mi  
na

ti  
on  
.  
..  
.

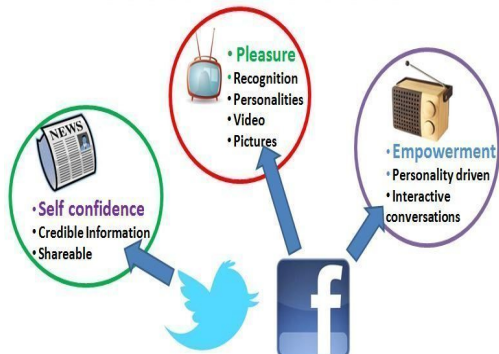
Ch  
ar  
it  
ab  
le  
Ca  
mp  
ai  
gn  
:  
He



### Helping Seniors Improve Their Quality of Life

Good evening. This is just a short note here to discuss something very important. I love writing. I love sharing my experiences so that others can learn from them and hopefully have success also. It was once said that with great success comes great responsibility. This is not something that I have hid from or take lightly....

### Uses & Gratifications Social Media Model



Gr  
at  
if  
ic  
at  
io  
n  
Th  
eo  
ry  
Us  
es  
an

d  
gr  
at  
if  
ic  
at  
io  
ns  
th  
eo  
ry  
at  
te  
mp  
ts  
to  
ex  
pl  
ai  
n  
th  
e  
us  
es  
an  
d  
fu  
nc  
ti  
on  
s  
of  
th  
e  
me  
di  
a



for individual, groups and society in general. The theoretical foundation of th

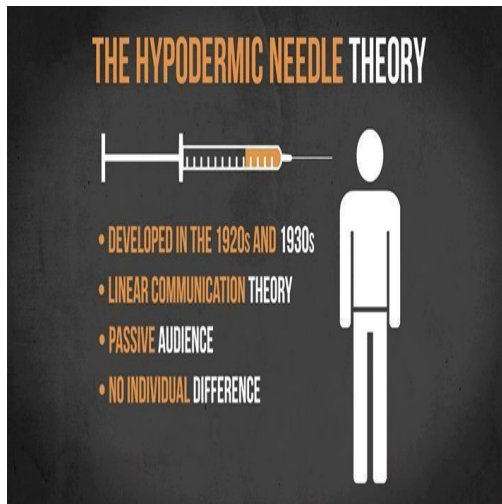
is  
th  
eo  
ry  
li  
es  
in  
th  
e  
so  
ci  
al  
or  
ig  
in  
of  
a  
ne  
ed  
.  
I  
us  
e  
th  
e  
me  
di  
a  
wi  
th  
an  
ac  
ti  
ve  
ap  
pr  
oa

ch  
an  
d  
it  
is  
ve  
ry  
di  
ff  
ic  
ul  
t  
to  
sp  
en  
d  
ti  
me  
wa  
tc  
hi  
ng  
te  
le  
vi  
si  
on  
,  
so  
us  
ua  
ll  
y  
I  
se  
ar  
ch

ne  
ws  
on  
li  
ne  
th  
ro  
ug  
h  
Yo  
uT  
ub  
e,  
tw  
it  
te  
r  
or  
bl  
og  
s  
or  
ty  
pi  
ng  
th  
e  
to  
pi  
c  
on  
go  
og  
le  
an  
d  
lo

ok  
fo  
r  
th  
e  
va  
ri  
ou  
s  
re  
su  
lt  
s.  
I  
do  
so  
me  
ti  
me  
s  
re  
ad  
im  
po  
rt  
an  
t  
in  
te  
rn  
at  
io  
na  
l  
ne  
ws  
pa

pe  
rs  
on  
my  
iP  
ad  
bu  
t  
th  
en  
I  
al  
wa  
ys  
tr  
y  
to  
ve  
ri  
fy  
th  
e  
ne  
ws  
fr  
om  
ot  
he  
r  
so  
ur  
ce  
s.  
..  
.



Th  
eo  
ry  
of  
Ma  
ss  
Co  
mm  
un  
ic  
at

ions (Adorno)

Adorno and Horkheimer were some of the first scholars to critically engage with the proliferation of new forms of mass communications of the early 20th century....



Ki  
ck  
st  
ar  
te  
r  
is  
th  
e  
wa  
y

to go?

I know many crowdfunding platforms, and everyday a new one is born. However, Kickstarter is the one with more users by far, and it is the most successful platform—not only for number of users, but also for projects funded. I will be frank. I don't like their model. I understand why they are are successful, and I will explain in this post: why I prefer other platforms instead and why I personally find little value in using it from an investor point-of-view. ...



[Sc](#)  
[an](#)  
[Me](#)  
[Re](#)  
[pu](#)  
[ta](#)  
[ti](#)  
[on](#)  
[Ma](#)  
[na](#)  
[ge](#)

### [ment](#)

This week all our studies were concentrated on online reputation and its effect on every aspect of a career and business, but also its effect on personal lives. I have not been very active on the Web. I am an investor, and I usually find deals around the world buying shares in companies and installing new management that can produce profits. ...



[Zi](#)  
[ll](#)  
[ow](#)  
['s](#)  
[Ap](#)  
[p:](#)  
[a](#)  
[Re](#)  
[al](#)  
[Es](#)  
[ta](#)

### [te App](#)

Being in the Real Estate Industry, I downloaded Zillow's app. Zillow is the biggest real estate portal in America. Through the Zillow app, there many options to find useful real estate information from decorating your home to renting an apartment or finding professional



help....



[The  
e  
Dr  
ea  
df  
ul  
Wo  
rd  
:  
VA  
CA](#)

### [NCY](#)

The concept of vacancy, which I touched on in the last post, is one of the most important factors when investing in real estate for cash flow / income purposes. People lose money or make bad investments primarily because they do not understand how to calculate it correctly. Obviously, calculating vacancy is terribly difficult. What most investors seem to do is simply discount 10%, sometimes even only 5% from the gross value of the rent that they are supposed to get...and then they just hope that it works....



[Se  
co  
nd  
Li  
fe  
=  
A  
Di  
gi  
ta  
l](#)

### [Community](#)

I began my life in Second Life. At the start I have to

admit I was discouraged and bored. But then I slowly built interest due to the interaction with people made me feel a like an Anthropologist trying to get the essence of that community, learn their language and their behavior. Yes, it was my first ever research into a digital community. I began with a normal avatar. I was trying to stick with an integrated self, but then I went for somebody that was similar but not too similar. The simplicity was due in part to a lack of...



■

Su  
rv  
ey  
=  
Ac  
ai  
Be  
rr  
y  
I  
sp  
en  
t  
a  
lo  
t  
of  
ti  
me  
th  
in  
ki  
ng  
th  
e  
to  
pi

c  
of  
th  
is  
su  
rv  
ey  
.  
I  
gu  
es  
s  
th  
e  
to  
pi  
c  
co  
ul  
d  
ha  
ve  
be  
en  
an  
yt  
hi  
ng  
,  
bu  
t  
I  
wa  
nt  
to  
ma  
ke

su  
re  
th  
at  
my  
ex  
er  
ci  
se  
ma  
ke  
s  
se  
ns  
e  
to  
th  
e  
re  
ad  
er  
.  
I  
di  
d  
us  
e  
Qu  
al  
tr  
ic  
s  
an  
d  
I  
th  
in

k  
is  
am  
az  
in  
g.  
I  
am  
an  
en  
tr  
ep  
re  
ne  
ur  
an  
d  
I  
ha  
ve  
se  
ve  
ra  
l  
co  
mp  
an  
ie  
s  
in  
di  
ff  
er  
en  
t  
fi  
el

ds  
.  
I  
ha  
ve  
in  
te  
nt  
io  
ns  
to  
in  
ve  
st  
in  
a  
he  
al  
th  
-  
fo  
od  
st  
or  
e  
ch  
ai  
n,  
sp  
ec  
ia  
li  
zi  
ng  
in  
se  
rv

in  
g  
na  
tu  
ra  
l  
ac  
ai  
be  
rr  
y  
bo  
wl  
s.  
..  
.

[Single Family Home Vs Multi](#)



### [Multi Family](#)

Time and time again I have seen realtors pushing buyers around, mainly the property buyers who purchase multi-family investments. For some reason many realtors seem to think that those investments are much greater in terms of a Single Family Home. Obviously it depends on the price, but in general the prices of multi-family properties have been increasing so much that the numbers just don't make sense anymore....



■

[1](#)

I find it quite amusing that the Real Estate Market is one of the only areas of investment that you can find information on how to become rich quick, or on how to buy a course that will teach you all of the tricks and “unrevealed secrets” that will make such a difference in people’s lives. I have been in the industry for 15 years and I have been tremendously successful, making millions of dollars, and I guess most of it was a combination of luck and knowledge. I fully agree that the leverage you can get from specific knowledge will...



[Real estate in Miami is about to go down again...](#)

October 22nd, 2016

Time for real estate to go down again... Almost a year ago, I



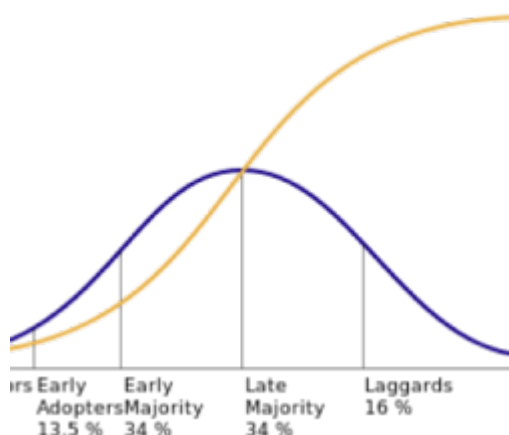
was writing about the Real Estate in Miami, and I was already aware that the time for good deals was gone. There were no longer any spaces available at a bargain price. As I had forecasted: things are now quite bad, markets are slow, realtors that were making[...]



## Domino's, Social Media, & Leveraging Twitter

October 22nd, 2015

I want to write today about Domino's Pizza, an international franchise restaurant and pizza restaurant with delivery. Their website is <https://www.dominos.com/en/> The company was founded by Tom Monaghan in 1960 and now has an annual volume of \$1.8 billion USD and 220,000 employees worldwide. Previously the company specialized in pizza. Indeed its name was Domino's Pizza, but then it started to[...]



## Price Discrimination

September 20th, 2015

Price discrimination may sound strange to people, but it's a strategy used by companies to take advantage of the willingness to pay by different groups of people. Large companies and great marketing strategists use it. Smaller companies do not really use it, so I would like to dig in a bit more and give an overview on the benefit of price[\[...\]](#)



## Charitable Campaign: Helping Seniors Improve Their Quality of Life

March 30th, 2015

Good evening. This is just a short note here to discuss something very important. I love writing. I love sharing my experiences so that others can learn from them and hopefully have success also. It was once said that with great success comes great responsibility. This is not something that I have hid from or take lightly.[\[...\]](#)

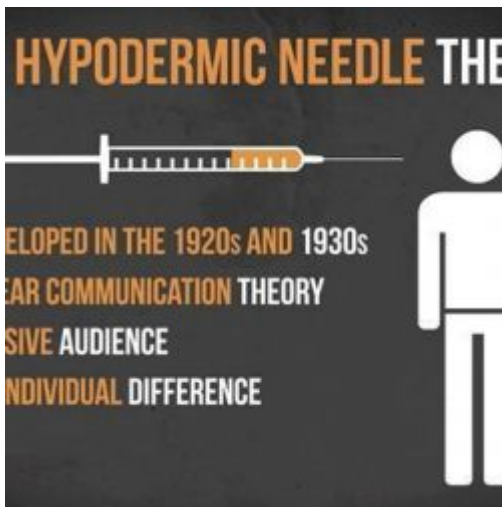
### Uses & Gratifications Social Media Model



## Gratification Theory

December 3rd, 2014

Uses and gratifications theory attempts to explain the uses and functions of the media for individuals, groups and society in general. The theoretical foundation of this theory lies in the social origin of a need. I use the media with an active approach and it is very difficult to spend time watching television, so usually I search news online through YouTube, [...]



## Theory of Mass Communications (Adorno)

December 3rd, 2014

Adorno and Horkheimer were some of the first scholars to critically engage with the proliferation of new forms of mass communications of the early 20th century. [...]



## Kickstarter is the way to go?

October 22nd, 2014

I know many crowdfunding platforms, and everyday a new one is born. However, Kickstarter is the one with more users by far, and it is the most successful platform– not only for number of users, but also for projects funded. I will be frank. I don't like their model. I understand why they are are successful, and I will explain[\[...\]](#)



## Scan Me Reputation Management

October 15th, 2014

This week all our studies were concentrated on online reputation and its effect on every aspect of a career and business, but also its effect on personal lives. I have not been very active on the Web. I am an investor, and I usually find deals around the world buying shares in companies and installing new management that can produce profits.[\[...\]](#)



## [Zillow's App: a Real Estate App](#)

October 7th, 2014

Being in the Real Estate Industry, I downloaded Zillow's app. Zillow is the biggest real estate portal in America. Through the Zillow app, there many options to find useful real estate information from decorating your home to renting an apartment or finding professional help.[\[...\]](#)



## [The Dreadful Word: VACANCY](#)

October 6th, 2014

The concept of vacancy, which I touched on in the last post, is one of the most important factors when investing in real estate for cash flow / income purposes. People lose money or make bad investments primarily because they do not understand how to calculate it correctly. Obviously, calculating vacancy is terribly difficult. What most investors seem to do is simply[\[...\]](#)



## Second Life - A Digital Community

September 30th, 2014

I began my life in Second Life. At the start I have to admit I was discouraged and bored. But then I slowly built interest due to the interaction with people made me feel a like an Anthropologist trying to get the essence of that community, learn their language and their behavior. Yes, it was my first ever research into[...]



## Survey – Acai Berry

September 24th, 2014

I spent a lot of time thinking the topic of this survey. I guess the topic could have been anything, but I want to make sure that my exercise makes sense to the reader. I did use Qualtrics and I think is amazing. I am an entrepreneur and I have several companies in different fields. I have intentions to invest in[...]



## Single Family Home Vs. Multi Family

September 15th, 2014

Time and time again I have seen realtors pushing buyers around, mainly the property buyers who purchase multi-family investments. For some reason many realtors seem to think that those investments are much greater in terms of a Single Family Home. Obviously it depends on the price, but in general the prices of multi-family properties have been increasing so much that[...]



## Real Estate Investing: 101

July 10th, 2014

I find it quite amusing that the Real Estate Market is one of the only areas of investment that you can find information on how to become rich quick, or on how to buy a course that will teach you all of the tricks and “unrevealed secrets” that will make such a difference in people’s lives. I have been in the[...]