

## 82: An African Path to Success with David Blyth

Join [Biz Takeouts Marketing & Media radio show](#) host Warren Harding every Thursday from 9am-10am from the [2oceansVibe Radio](#). In this week's show he speaks to David Blyth, group managing director for Yellowwood Future Architects, and Alan Morrissey, managing director for Effective Measure. [\[twitterfall\]](#)

### Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In-studio guest:* Alan Morrissey ([@AMorrisseyEM](#)), managing director for Effective Measure South Africa
- *Telephone guest:* David Blyth, group managing director for Yellowwood Future Architects ([@askYellowwood](#))
- *Discussion topics:*
  - We speak to David Blyth about Transformative Innovation: An African Path to Success.
  - We look into some panel data with Alan Morrissey and hear what Effective Measure South Africa is up to, as well as discuss the Marketing Mix, Shoper Indaba event happening 26 - 27 February in Johannesburg.



### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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