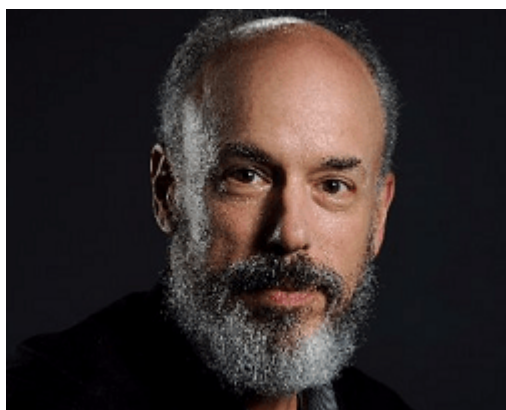


The Stevens Group PR Masters Podcast Acquispectives – Bob Pearson



Bob Pearson, Chair, The Next Practices Group

“I’ve learned that one of the things that communications teaches is that you’re really trying to figure out how to reach humans. And you’re often thinking about psychological models of why people do anything or why they don’t do something. What I realized a while ago is that if we understand human behavior, then we can understand their patterns. [Why?] Because people always follow patterns. And if you understand their patterns, you can then build all of these algorithms that allow you to see what they’re doing.”

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