

## UK's former FM joins BlackRock

Former British finance minister George Osborne will join BlackRock, the world's largest fund manager, as a part-time advisor from February 1. "George has a unique and invaluable perspective on the issues that are shaping our world today," said BlackRock chief executive and chairman Laurence D. Fink. Osborne resigned from the British government following the referendum vote to leave the European Union.



## Brexit leader Farage to join Fox News

Nigel Farage, who led Britain's vote to leave the European Union, has agreed to become a contributor to US-based Fox News, the network said Friday. The former head of the UK Independence Party "will offer political analysis" for Fox News Channel and Fox Business Network, a statement said. Farage has been closely aligned with Donald Trump and last month visited the president-elect at Trump Tower in New York. He campaigned on behalf of Trump last year.



As an entrepreneur, I try to push the limits. Pedal to the metal"

Travis Kalanick,

Uber.



## Tips On Pinterest For Business

**Pinterest is the second fastest growing social network behind Snapchat, and it is true that Pinterest does drive sales. Pinterest is more than just a place where you create "inspiration". Just like Facebook, Pinterest have a "Pinterest for business" section where you can SELL your products. Here are some tips on Pinterest for Business:**

### Keywords

The great thing about Pinterest is that Google LOVES it, and because of this, you must start utilising the descriptions of your visuals. Think about your business, and use keywords that describe the image, but are also research-proven to drive targeted traffic.



### Buyable Pins

Did you know that you can buy a product INSIDE of Pinterest, without having to leave the platform? Pinterest's Buyable Pins is a great way to showcase your products. There is now a search section inside of Pinterest where you can find ONLY pins that are "buyable" and you should be utilising this as a part of your Pinterest for business strategy.

### Create collaboration boards

Whilst it's great to have your own Pinterest boards that other people can look at, you should also look at creating boards where you audience can collaborate with you. The more you do this, the more likely YOU are to be invited into other boards as a collaborator.

### Consistency

For Pinterest to give you the results that you are looking for, you need to be consistent. This means that you must post every day, and not just once a week. Don't only add your own pins, re-pin as well.

### Promoted Pins

How much do you know about Promoted Pins? These are a way to organically promote your pins to your audience. This is similar to boosting a post inside of Facebook, and can have three goals; awareness, engagement and traffic. I have been using Pinterest ads for quite some time, and find them effective in reaching my audience members who actively engage inside of Pinterest.



### Make your website mobile-friendly

If you are looking to drive traffic to your website from Pinterest, you need to get "mobile-friendly". Studies suggest that 75% of Pinterest usage takes place on a smartphone so if you want to convert your Pinterest views into website views, make sure you are user-friendly. (Business2community.com)

Accuses tech giant of overcharging 'billions of dollars'

# Apple lock horns with Qualcomm

## San Francisco

Apple on Friday sued Qualcomm, accusing the California chipmaker of abusing its market power to demand unfair royalties, echoing charges filed days earlier by US antitrust regulators.

Tech giant Apple said in the court filing that it has been overcharged "billions of dollars" by its chipmaking partner's "illegal scheme."

The company also claimed Qualcomm owes it a billion dollars but is refusing to pay in retaliation for the iPhone maker's cooperating with South Korean antitrust regulators looking into the chipmaker's actions in that country.

"For many years Qualcomm has unfairly insisted on charging royalties for technologies they have nothing to do with," Apple said in an email statement.

"To protect this business scheme Qualcomm has taken increasingly radical steps, most recently withholding nearly \$1



Apple CEO, Tim Cook billion in payments from Apple as retaliation for responding truthfully to law enforcement agencies investigating them."

Qualcomm rejected Apple's claims at baseless, contending the iPhone maker "intentionally mischaracterized" agreements as well as the value of the company's technology.

"Apple has been actively encouraging regulatory attacks on Qualcomm's business in various jurisdictions around the world... by misrepresenting facts and withholding

information," Qualcomm general counsel Don Rosenberg said in a statement.

"We welcome the opportunity to have these meritless claims heard in court."

The suit charges Qualcomm of building a business model on using its rights to older, legacy technology considered telecommunication industry standards to raise royalties when Apple innovates with features such as TouchID fingerprint recognition or digital wallets in mobile devices.

"Despite being just one of over a dozen companies who contributed to basic cellular standards, Qualcomm insists on charging Apple at least five times more in payments than all the other cellular patent licensors we have agreements with combined," Apple said.

Apple relies on Qualcomm for chip-based modems that enable iPhones and iPads to communicate with telecommunication networks.