

Philips Case Study

Philips establishes industry renowned healthcare and lighting communities on LinkedIn

PHILIPS

"Combining our thought-leadership with LinkedIn's trusted environment and professional content, has enabled us to create active communities that have become online destinations for medical and lighting professionals worldwide. This has helped establish Philips as a partner in these fields of expertise amongst our key target audiences".

Hans Notenboom,
Global Director B2B Online, Philips

About Philips

Philips is a diversified health and well-being company. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity".

LinkedIn Groups

Innovations in Light

Featured Discussion: LIGHTFAIR International 2011 - Interested in being a LightCommunity guest blogger?

PHILIPS

Richard George and 28950 others joined

[View Group](#)

Challenge

- Position Philips at the centre of thought-leadership in the healthcare, lighting and well-being industries, driving innovation, collaboration and future development
- Build credibility and drive discussion and awareness among Philips' key audiences for its two main B2B offerings, Healthcare & Lighting

Solution

- Create an active online global community for professionals within the fields of health and lighting
- Facilitate highly-clinical discussions among key opinion leaders
- Encourage members to spark discussion around topics important to them and develop and nurture professional relationships

Why LinkedIn?

- Access to a global professional audience
- Environment of trust
- Targeted reach for healthcare and lighting professionals

Results

- Established globally active 30,000+ member communities, each far outperforming targets set (Innovations in Light: 27,200+, Innovations in Health 38,000+), representing 121 countries and a wide range of specialist fields
- Over 4,400 discussions makes Innovations in Health the largest LinkedIn group dedicated to healthcare innovation
- 60% of group members are manager level and above
- The groups generate Net Promoter score of over 50 (extremely high value)

Case Study Philips

Xiaolong Qi



Case Study Philips:

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web joseph conrad bibliography the works of joseph conrad encompass novels short stories nonfiction and memoirs although he was born in poland and spoke polish and french fluently from childhood he wrote in english which he did not learn until his twenties philosopher wincenty lutosławski recalled conrad explaining this saying i value

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web apr 2 2014 later life over the last two decades of his life conrad produced more autobiographical writings and novels including the arrow of gold and the rescue his final novel the rover was

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web in his own time conrad was praised for his power to depict life at sea and in the tropics and for his works qualities of romance a word used basically to denote his power of using an elaborate prose style to cast a film of illusory splendour over somewhat sordid events his reputation diminished after his death and a revival of

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web 1878 march conrad attempts suicide shooting himself in the chest but recovers as a result his uncle clears conrad s gambling debts april conrad having lost his french mariner s ticket joins his first british registered ship the mavis and transfers afterwards to the skimmer of the sea

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web he was no longer poor and ironically he was no longer as superlatively productive from 1911 until his death in 1924 he never wrote anything that equaled his early works his great work was done personally however conrad s life was full

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web his life conrad whose name was jozef teodor konard nalecz koreniowski was the son of an exiled polish patriot and was born at berdyczew in the ukraine where he spent the first thirteen years of his life he was educated at cracow and was intended for the university but as he was determined to go to sea he went to marseilles in 1874 and

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web he also published seven story collections the novella heart of darkness 1902 is his most famous shorter work and the basis for francis ford coppola s film apocalypse now 1979 conrad s influence on later novelists has been profound

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web in the novels of joseph conrad there is the mystic spiritualization of life which instantly casts light on the poverty and

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