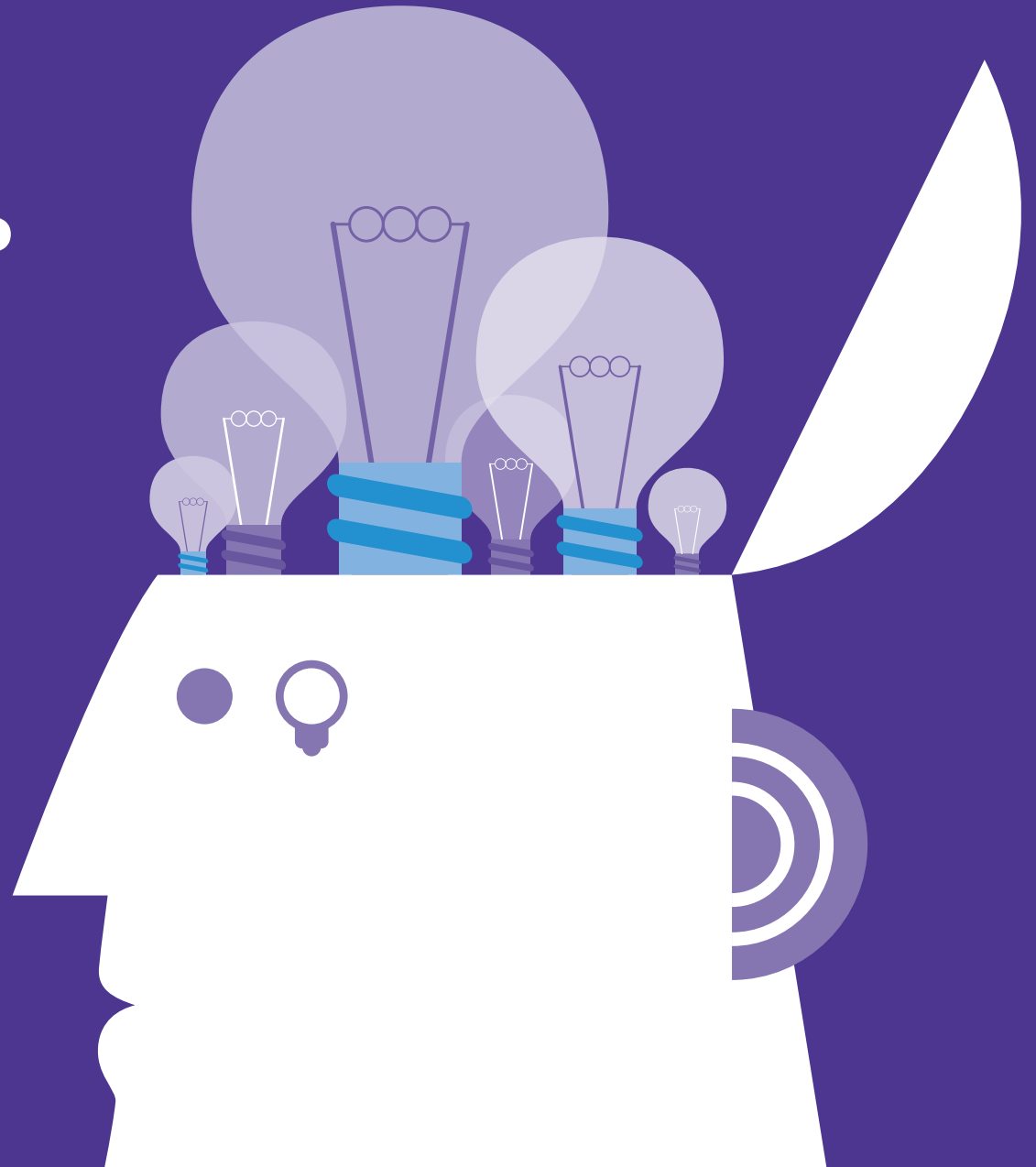


HOT TOPICS IN THOUGHT LEADERSHIP

*The thought leadership landscape in 2017
and opportunities for 2018*




METHODOLOGY



This report is based on analysis of content published by leading consulting firms in 2017 and added to our White Space database prior to 31st December 2017.




To avoid insubstantial pieces having an undue influence on the statistics presented, we have excluded short pieces of content e.g., short articles.



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Let us help you find the white space for your next thought leadership project

While we can only offer high-level recommendations in a report such as this, we can provide much more detailed guidance on a bespoke basis.

Let us know who your target audience is and your area of interest and we will:

- **Carry out detailed competitor analysis, highlighting to you the pieces you really ought to read**
- **Identify opportunities for you to differentiate yourself from the competition and create content that is very relevant to your target audience**
- **Offer concrete recommendations**

If you would like any further information, please contact Jo Peck on +44 (0)20 3478 1207 or email jo.peck@sourceglobalresearch.com.

UK AND EUROPE

Source Information Services Ltd

📍 20 Little Britain • London • EC1A 7DH

📞 +44 (0)20 3478 1207

MIDDLE EAST

📍 PO Box 340505 • Dubai • United Arab Emirates

📞 +971 (0)52 989 5224

✉ info@sourceglobalresearch.com

🌐 www.sourceglobalresearch.com

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