

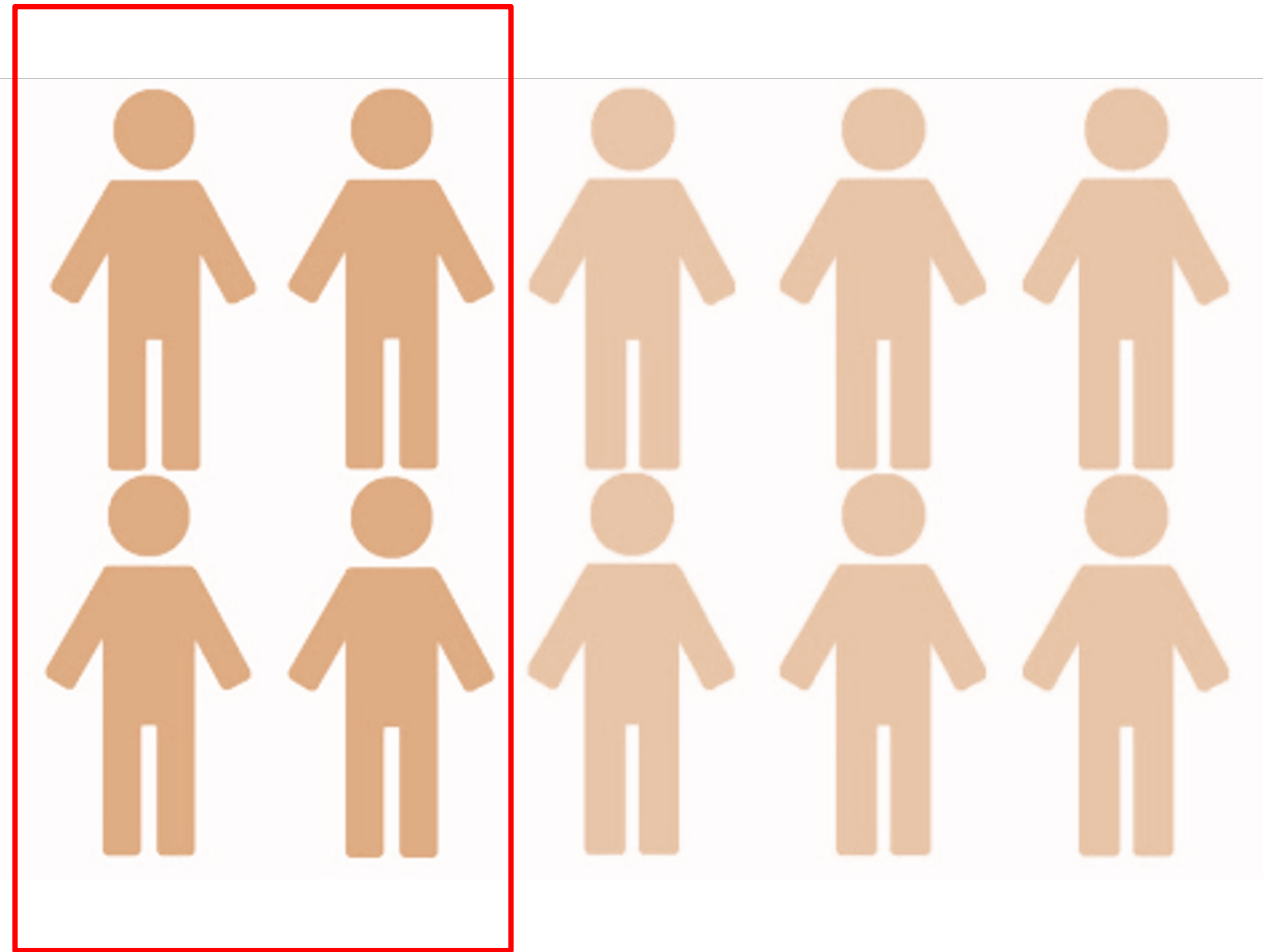


40

Varsta mea

O shaorma

Procentul celor care isi
vor pierde joburile





2025 has seen the arrival of agents that can do real cognitive work; writing computer code will never be the same. 2026 will likely see the arrival of systems that can figure out novel insights.

Sam Altman, OpenAI



novel insights.

TECH / META

Mark Zuckerberg just declared war on the entire advertising industry

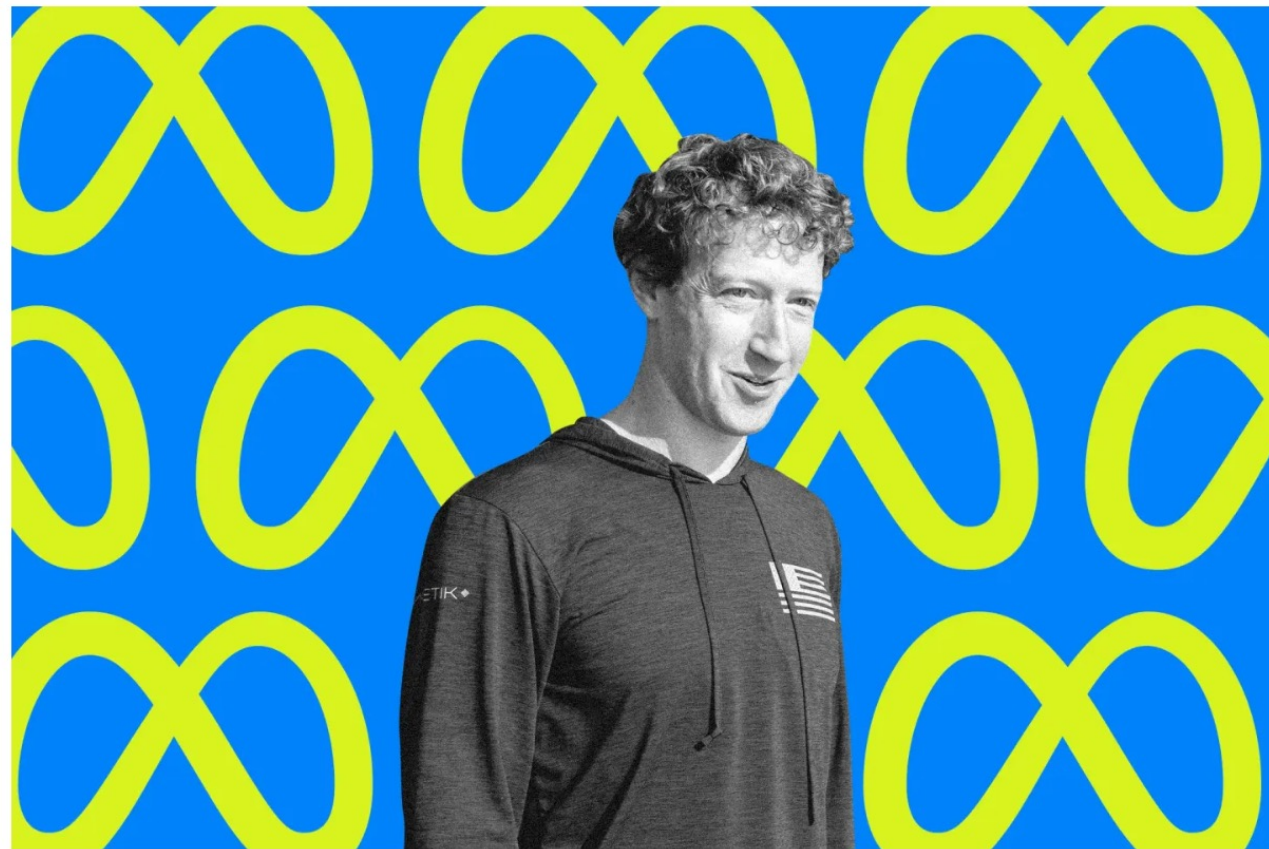


Image: Cath Virginia / The Verge; Getty Images

/ Zuck's vision for infinite creative would wipe out the way the whole ad stack works.

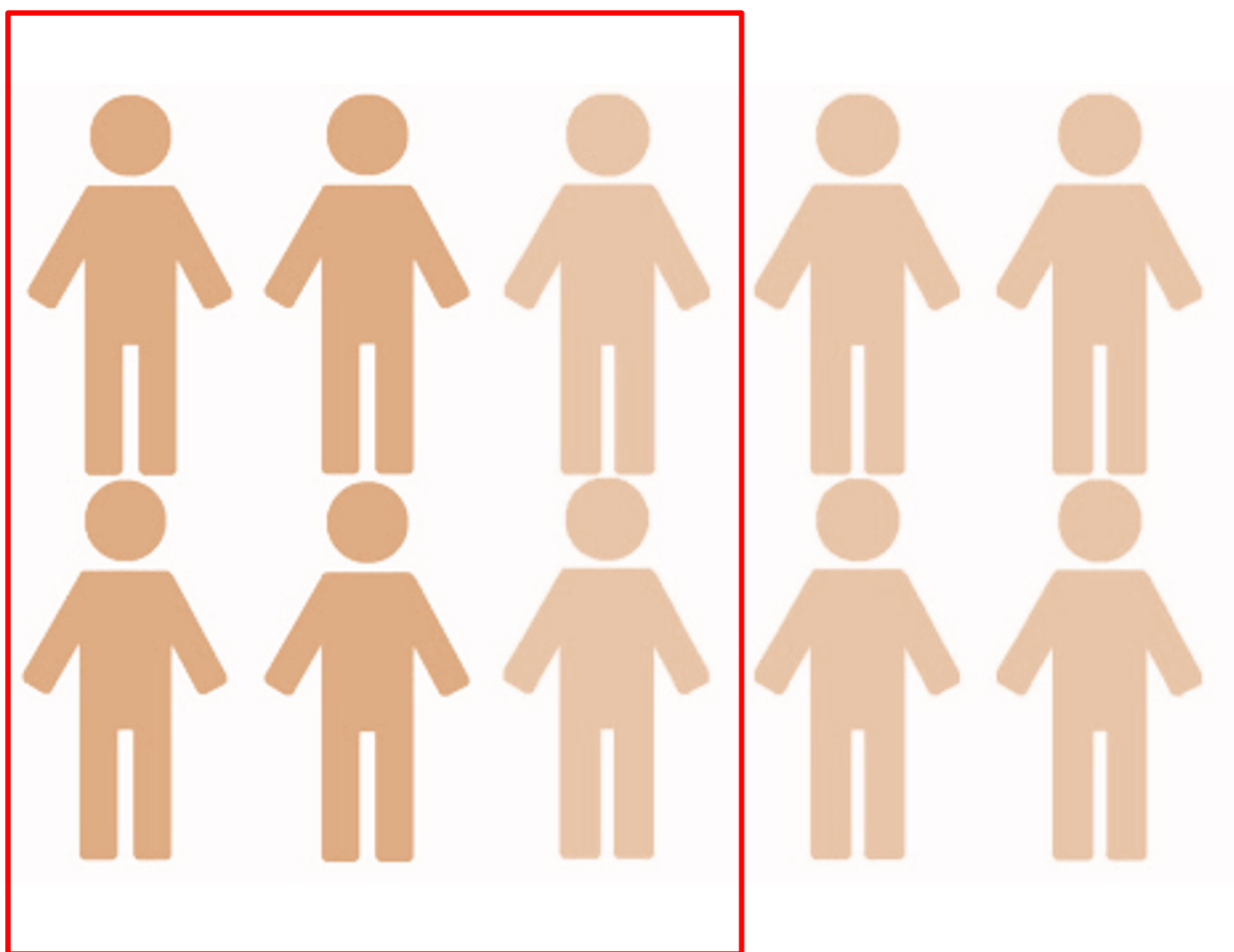
by [Nilay Patel](#)

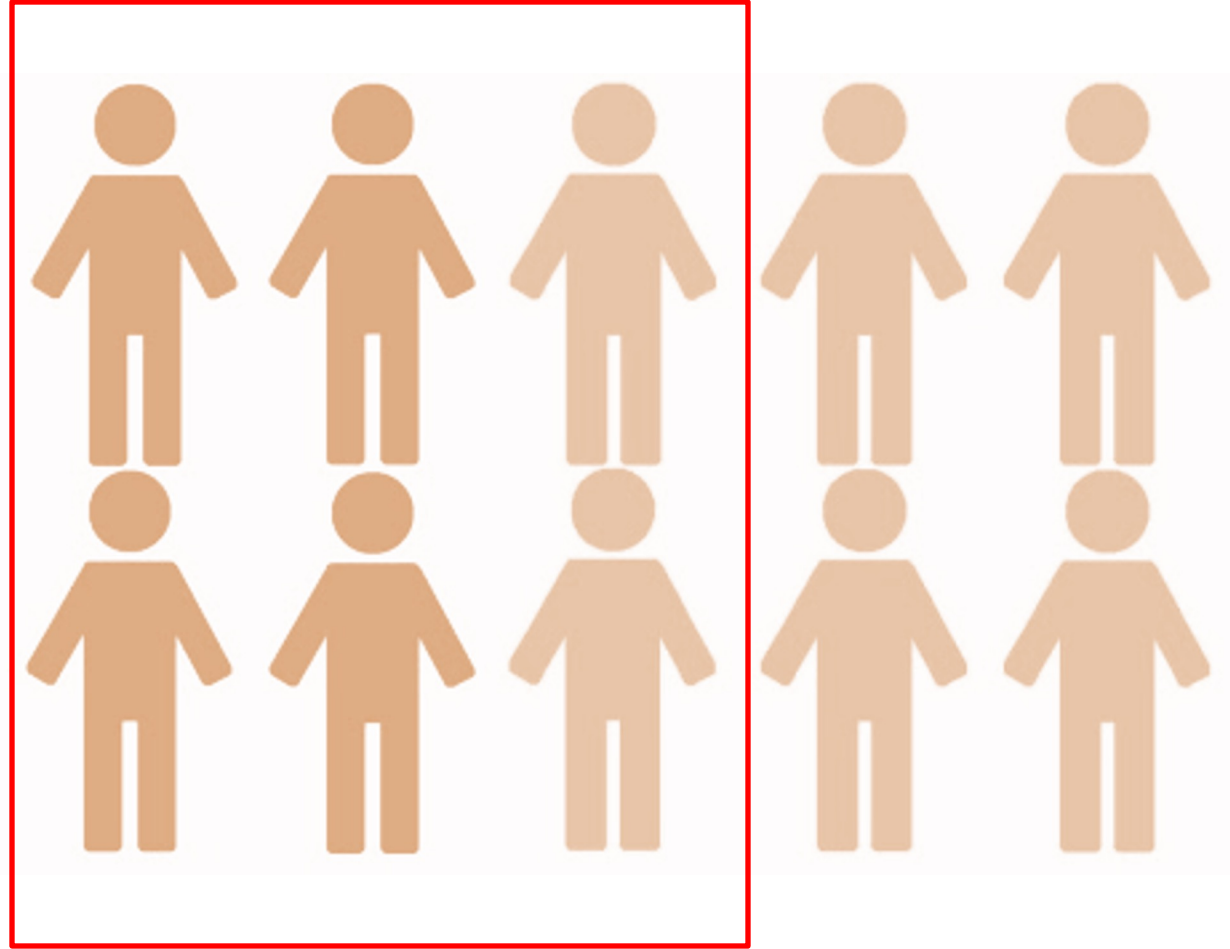
May 1, 2025, 6:53 PM GMT+3



180

Comments (180 New)





Ne preocupam (doar) de capabilitati?



Here is a chart of 20 jobs that GPT-4 can potentially replace, along with the human traits being replaced:



Number	Job	Human Trait Replaced
1	Data Entry Clerk	Speed and Accuracy
2	Customer Service Representative	Communication and Empathy
3	Proofreader	Attention to Detail
4	Paralegal	Research and Organization
5	Bookkeeper	Mathematical Skills
6	Translator	Language Proficiency
7	Copywriter	Creativity and Writing
8	Market Research Analyst	Analytical Skills
9	Social Media Manager	Content Creation and Curation
10	Appointment Scheduler	Time Management
11	Telemarketer	Persuasion and Communication
12	Virtual Assistant	Multitasking and Organization
13	Transcriptionist	Listening and Typing Skills
14	News Reporter	Fact-checking and Writing
15	Travel Agent	Planning and Coordination
16	Tutor	Knowledge and Teaching
17	Technical Support Analyst	Troubleshooting and Problem-solving
18	Email Marketer	Writing and Targeting
19	Content Moderator	Critical Thinking and Judgment
20	Recruiter	Interviewing and Assessment



coolign®.

The image displays a 3D rendered logo for the brand 'coolign'. The letters 'c', 'o', 'l', 'i', 'g', and 'n' are rendered in a dark, metallic, reflective font with a slight shadow beneath them. The letter 'i' is a tall, thin vertical bar with a red, 3D rectangular block on top. A registered trademark symbol (®) is positioned to the upper right of the 'n'. A small, dark, circular dot represents the period at the end of the word. The entire logo is centered on a white background, which is framed by black horizontal bars at the top and bottom.

Junie 2025

Un domeniu unde capabilitatile sunt

secundare

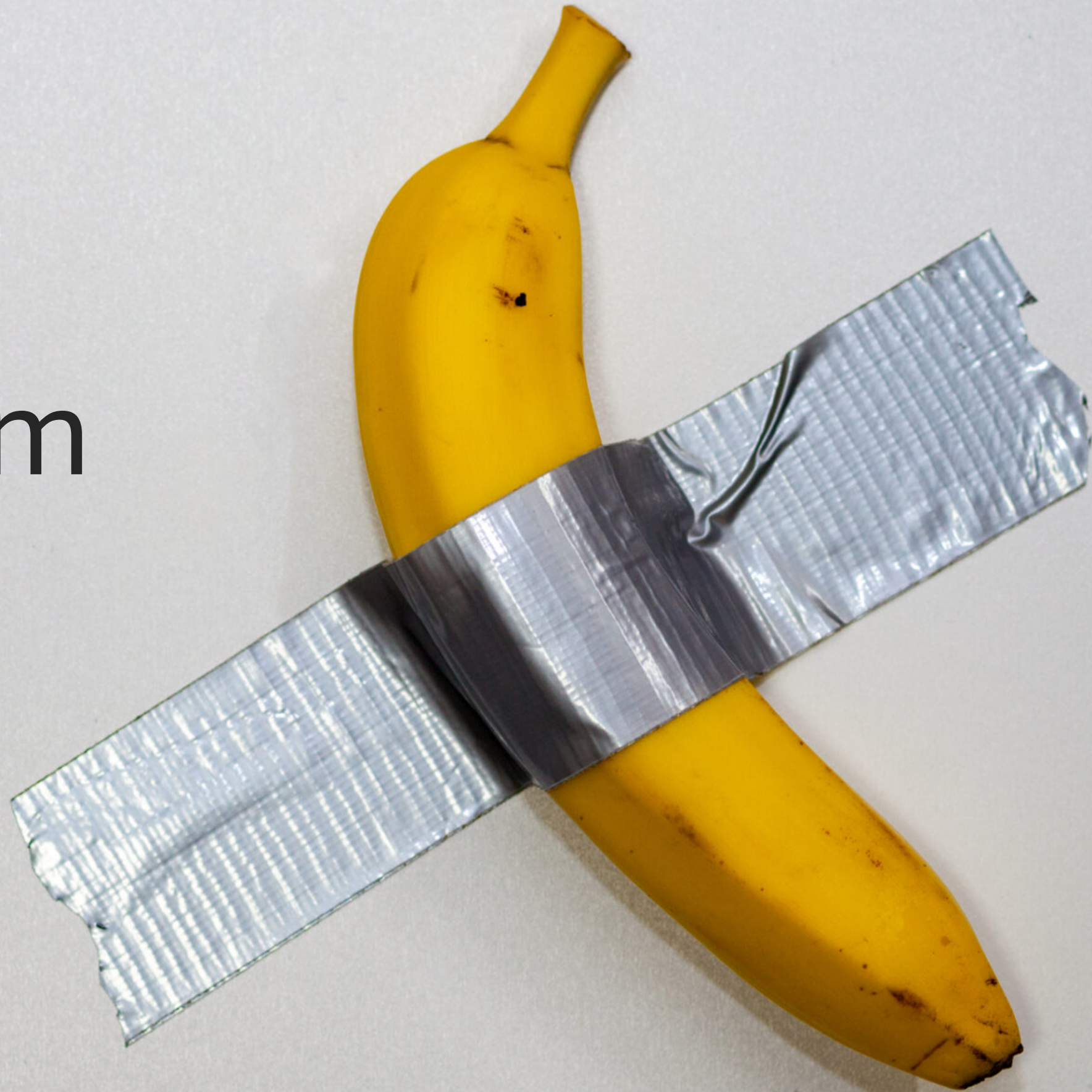
Iar povestea primeaza.

Lumea artei

\$566bn*

*Proiectia valorii totale a pietei de arta in 2025, Arts Market Report

\$6.2m





Maurizio Catellan, “The Joker of the Art world”



Rhine II



In arta

povestea > produsul finit

Deci cum ne scriem

povestea?

50k

atribute



2x

atribute



2.500.000.000

combinatii posibile de 2 attribute din 50.000

2 x attribute:

inceputul povestii

“Marketer-ul hip-hop”





Andrei Balan

Strateg

Dr. in Antropologie

Profesor de strategie si
comportament al consumatorilor

Psiholog WIP

Andrei Balan

Strateg

Dr. in Antropologie

Profesor de strategie si
comportament al consumatorilor

Psiholog WIP

MKA

Marketing-ul atentiei

Cum ramai

unpromptable

Rutina mea



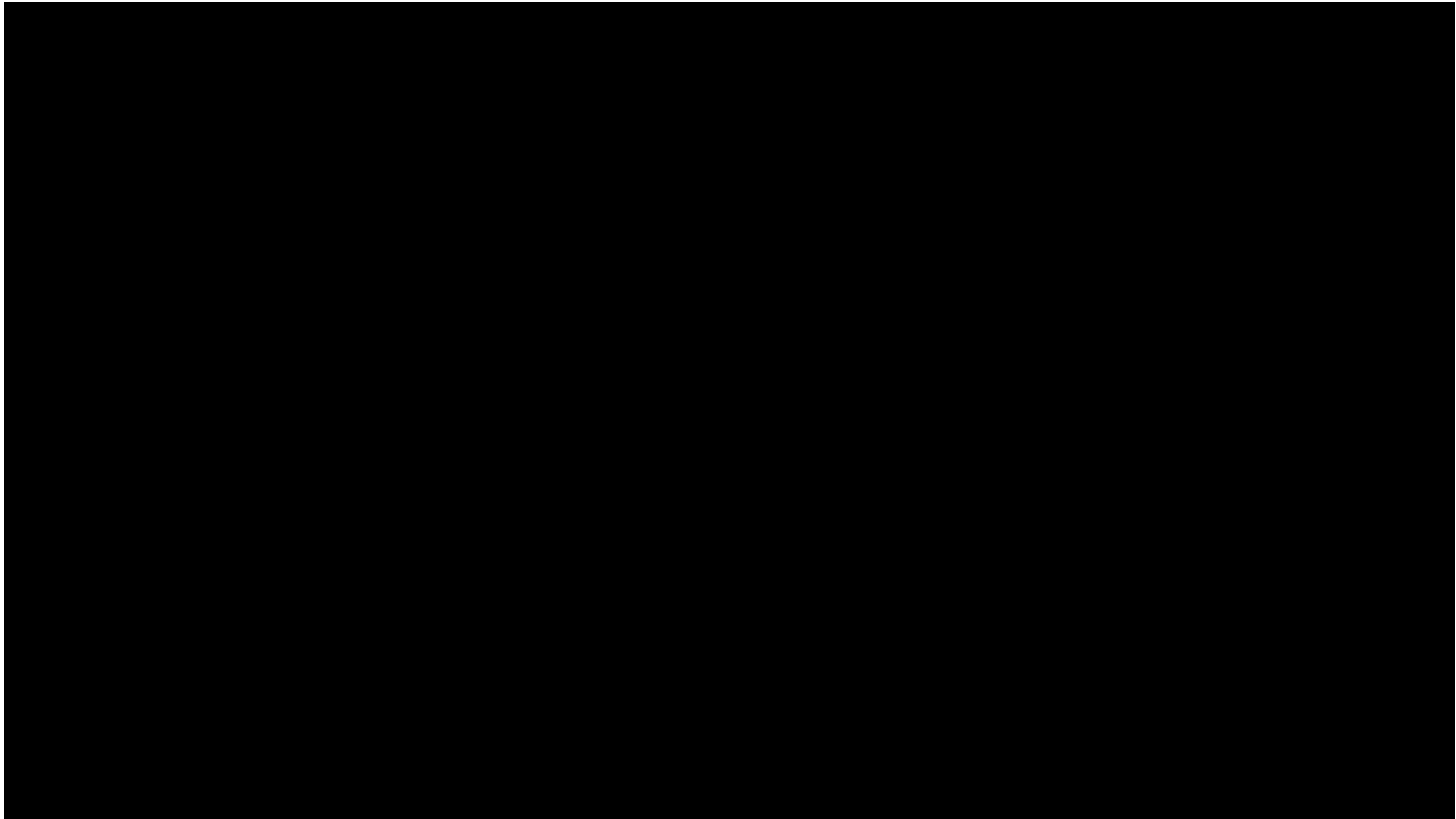
Care e povestea mea?

Ce am scris astazi din ea?

Cum i-am facut pe ceilalti sa se simta?



novel insights.



Tomorrow is overrated.

INCA putem inova jucandu-ne in afara patternurilor si a setului de date pe care AI-ul este trainuit.

Multumesc!

www.mka.global