



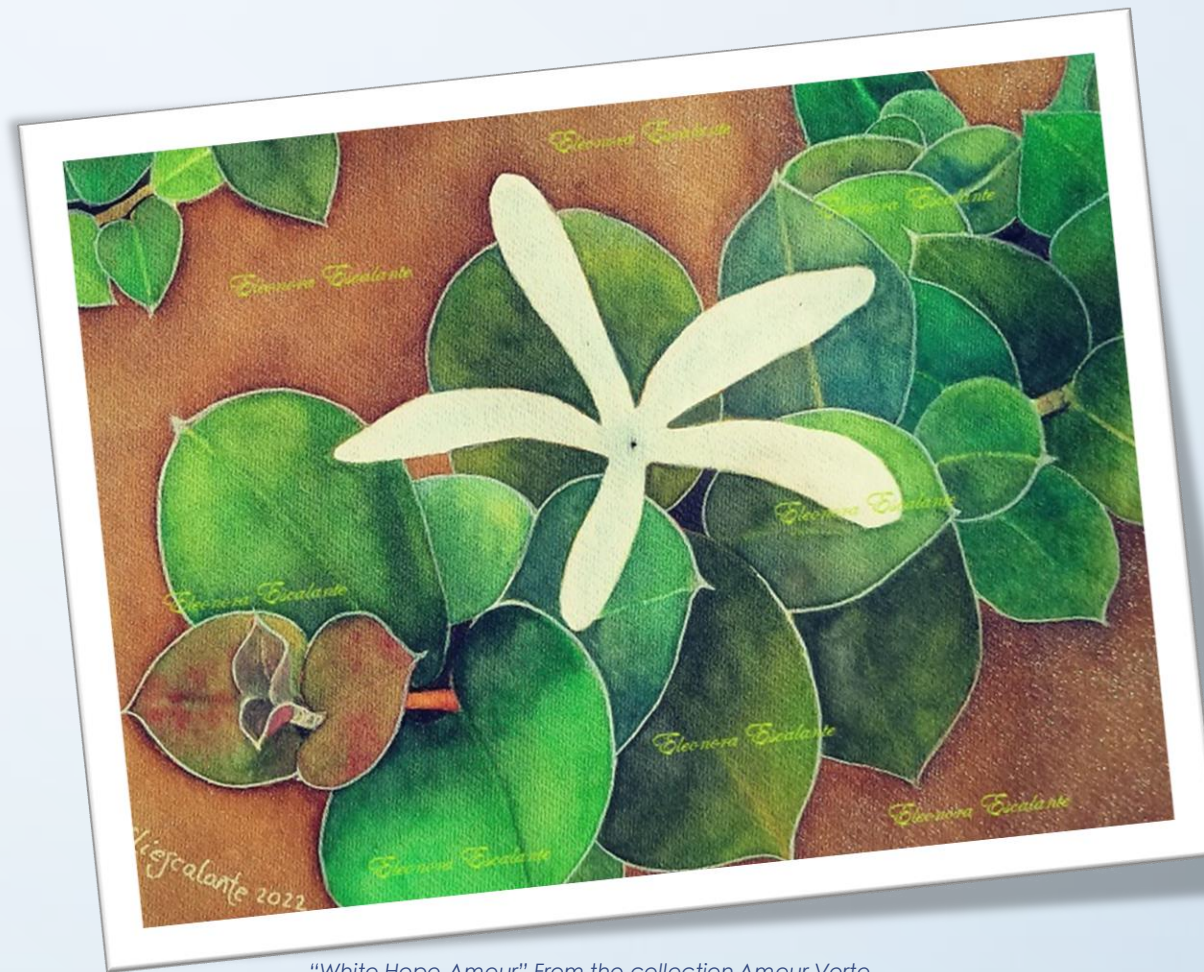
# Loving to Read as a Strategist

## Episode 22

[www.eleonoraescalantestrategy.com](http://www.eleonoraescalantestrategy.com)

25-Nov-22

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"White Hope Amour". From the collection Amour Verte  
Size: 7 x 5 plg. Paper Fabriano Traditional White. Painted with Sennelier, Holbein & Ecoline Liquid  
Aquarelles pigments. FOR SALE

# Loving to read as a strategist.

## Episode 22

Reading as a need, as a want, as a tradition or as a fashion





















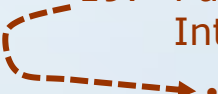




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# Loving to read as a strategist

## Outline per Episodes

1. Prelude 
2. Philosophy, Rationale and Objectives 
3. Historic roots of reading 
4. Once upon a time write and read tied the knot 
5. Gutenberg's Legacy 
6. Reading in the XX century 
7. Reading trends of today 
8. Contexts of reading 
9. What is to read 
10. How do we learn to read 
11. When do we read 
12. What to read 
13. Why to read 
14. We are what we read 
15. Is reading the same as learning 
16. The reading brain of the kids 
17. Who enjoys reading 
17. If you don't like to read 
18. The business of reading 
19. Publishing industries and the Internet (Part A)   
 *Substitutes of reading* 
20. Publishing Industries and the Internet (Part B) 
21. The Information that we read 
22. Reading as a need/want, as a tradition or as a fashion? 
23. Reading as leisure
24. Reading and NAIQIs
25. Libraries matter
26. The core of the strategist mind
27. Reading content as a strategist
28. Becoming a strategist since kindergarten
29. Research agenda for the next 15 years
30. Summary and conclusions



# Loving to read as a strategist



## Important Announcement:



*Eleonora Escalante Strategy has decided to offer 5 bonus content subjects that weren't consider initially in our outline.*

1. **Bonus 1: Reading/printing during times of the Protestant Reformation.** ✓
2. **Bonus 2: Reading during the Renaissance.** ✓
3. **Bonus 3: Reading during the Enlightenment.**
4. **Bonus 4: Newspapers commencement.**
5. **Bonus 5: What happened during the first industrial revolution?.**

*To be revealed between  
from 1 to 15 of January 2023.*

- We have included the subject "Substitutes of reading" in episode 19.
- We decided to segment the episode "Publishing industries and the internet" in two sections: Episode 19 and Episode 20.
- Look at the new outline after these adjustments.
- Thank you!








## Timeline

# Loving to read as a strategist

November 2022

The chapter Substitutes of Reading is included in this episode

SUN	MON	TUES	WED	THURS	FRI	SAT
		  <b>Episode 15</b> Is reading the same as learning?	2	3	  <b>Episode 16</b> The reading brains of the kids	5
6	7	  <b>Episode 17</b> If you don't like to read Who enjoys reading	9	10	  <b>Episode 18</b> The business of reading	12
13	14	  <b>Episode 19</b> Publishing Industries and the Internet part A	16	17	  <b>Episode 20</b> Publishing Industries and the Internet part B	19
20	21	  <b>Episode 21</b> The information that we read	23	24	  <b>Episode 22</b> Reading as a want/need, as a tradition or as a fashion?	26
27	28	  <b>Episode 23</b> Reading as Leisure	30			

25-Nov-22

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Eliescaforte 2022





## Timeline

# Loving to read as a strategist

December 2022

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2  <b>Episode 24</b> Reading and NAIQs	3
4	5	6  <b>Episode 25</b> Libraries Matter	7	8	9  <b>Episode 26</b> The core of the strategist mind	10
11	12	13  <b>Episode 27</b> Reading Content as a strategist	14	15	16  <b>Episode 28</b> Becoming a strategist since kindergarten	17
18	19	20  <b>Episode 29</b> Research agenda on reading for next 15 years	21	22	23 <b>Episode 30</b> Summary and Conclusions	24 <b>Our vacations begins</b>
25	26	27	28	29	30	31
 <b>Our next saga: "The Ocean Race 2023 Strategy Regatta" as of January 15<sup>th</sup>, 2023</b>						

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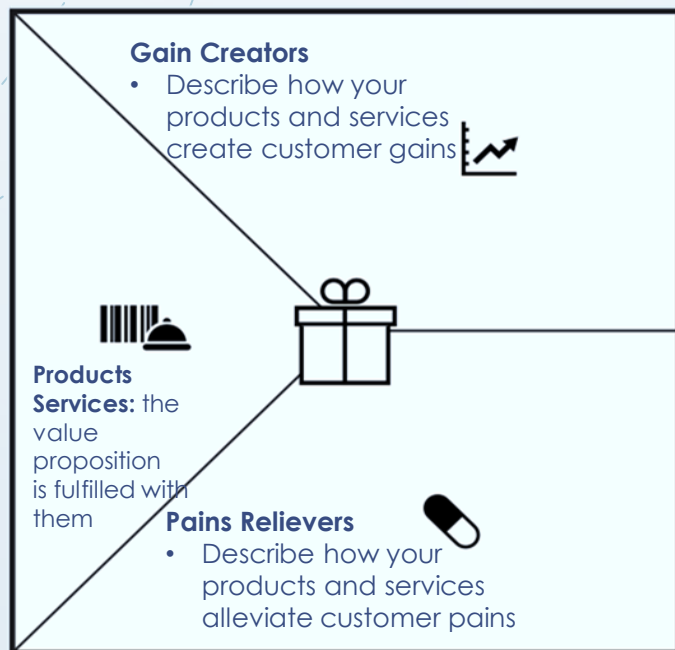
# Loving to read as a strategist

Reading as a need, as a want, as a tradition or as a fashion

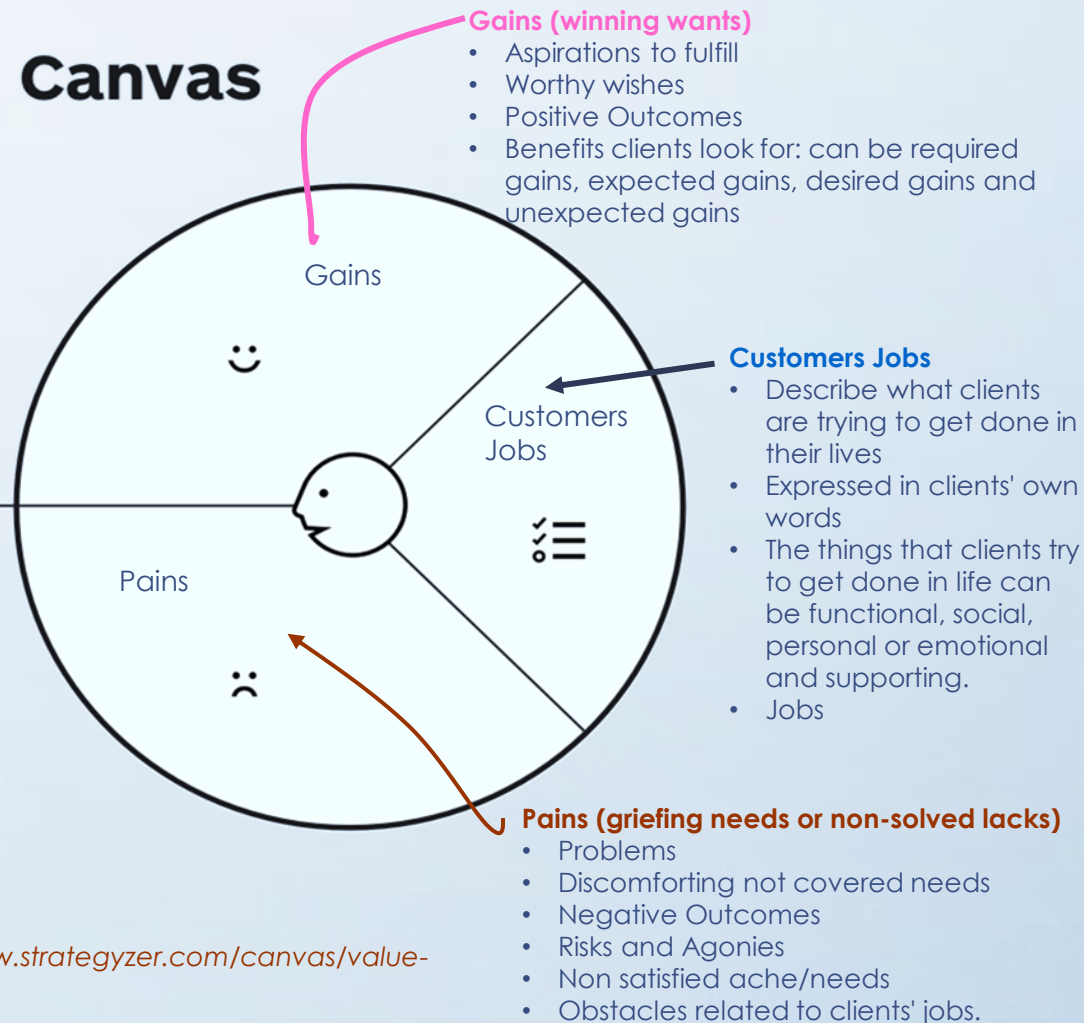
*The value proposition of reading*

## The Value Proposition Canvas

Value Map



Customer Profile



Graph Source: <https://www.strategyzer.com/canvas/value-proposition-canvas>

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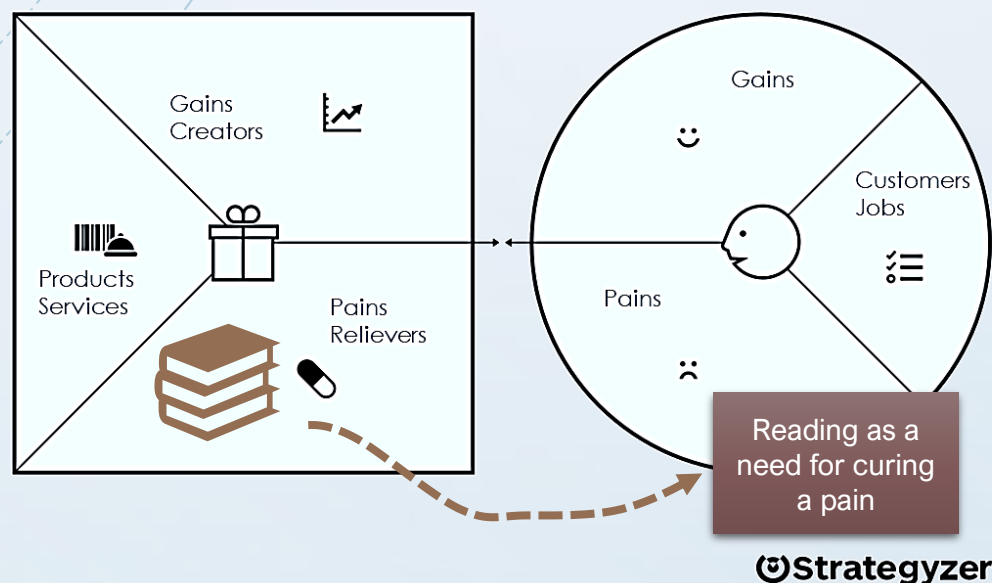


# Loving to read as a strategist

## Reading as a need, as a want, as a tradition or as a fashion

### *Reading as a need*

### The Value Proposition Canvas



- It is important to segment different type of readers.
- Previously to each value proposition it is required that we create a customer segmentation.
- For this specific example, we will consider moms as readers who have already finished university (they have graduated with at least a B.S. degree and/or a Master diploma. Their age is between 25 to 40 years old. Working as part-time employees, growing families of 2-3 children. Economic status: middle-class.
- These customers occupations are professionally related to their disciplines, fulfilling roles as staff (functional) or as division related.
- Their behavior and living schedules in the afternoons is similar. All these moms have a daughter in dancing class on Tuesdays and Fridays from 3 to 5pm.
- They want to read at that time together. meanwhile they wait for their daughters.
- What happen when we see the action of reading as a need or a pain?





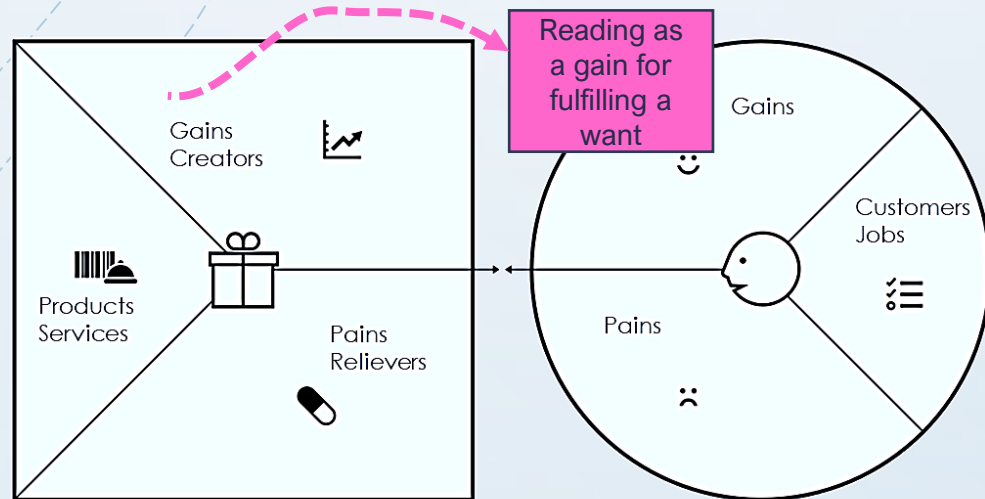


# Loving to read as a strategist

Reading as a need, as a want, as a tradition or as a fashion

*Reading as a want*

## The Value Proposition Canvas



Strategyzer

- For the same segment of mom readers, when we see reading as a positive want, our perspective of reading solutions for them changes completely.
- When the reading solution is seen as a gain creator, then we fall into the category of looking at books as an experience.
- What happen when we see the action of reading by the customers as a gain?





# Loving to read as a strategist

## Reading as a need, as a want, as a tradition or as a fashion

### *Reading as a tradition*

A tradition is the what keeps our history flowing from generation to generation. Tradition is more than culture. It is a set of customs, society conventions, rituals, habits, modes of thought, philosophies, know-hows, behaviors, religious practices, usages of things, all together viewed as a coherent body of precedents influencing the present into the future. A tradition can be seen as a gain or as a pain.

#### When reading as a tradition is a gain?

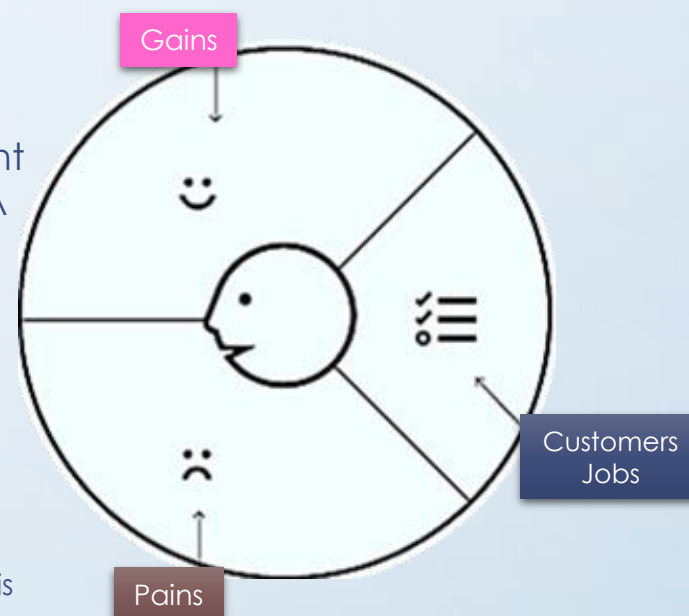
- Reading subjects elevate cultural learning
- It is treasured by the family members and society
- Helps to be seen as educated and out of the ordinary
- When it is a motive for human respect and admiration
- Connects and catalyze with like-minded people
- Indicates mental progress and discernment by communities
- Helps for proper decision making, critical thinking and analysis

#### When reading as a tradition is a pain?

- It is seen as an undesired habit.
- Reading associated with duty.
- No one in the family or the reference group does it.
- Reading subjects are too sexualized, trigger addictions, promiscuity, offensive vocabulary, violence, etc.
- It is an obstacle that is blocking ignorance and mediocrity
- When those who read are attacked as boring and dull.

It is too theoretical with zero correlation to the outcome of generating profits

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## Reading as a need, as a want, as a tradition or as a fashion

### *Reading as a fashion*

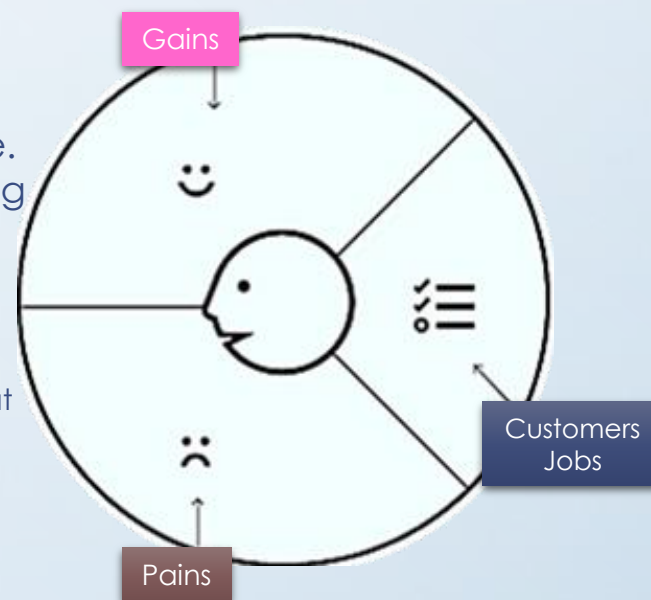
A fashion is a trend that happens and affect us in a limited extent. It is usually linked to garments and or clothing/make-up or elements of superficial appearance. Nevertheless, fashion is also linked to other activities. It is also a style of the social elite exercising power in communities which is followed by everyone. If the elite attaining power is uncultured and ignorant of reading the fashion will be anti-reading.

#### When reading as a fashion is a gain?

- It creates a positive outcome: when social elites procure intellectual reading using marketing everywhere, followers will at least try to do it too.
- The quality of the texts elevates the literacy of the readers.
- When reading as a fashion helps to make you a better person.
- It raises anyone who reads for better positions in society

#### When reading as a fashion is a pain?

- The reading doesn't help to educate, but to trigger more ignorance and a cultural involution
- When the reading subjects are decay symbols: destruction of ethical values and family, drugs consumption, prostitution, sex promiscuity, addictions
- The authors are promoting the disappearance of intergenerational bonds and good traditions.



A fashion can become a disruption to traditions.





# Loving to read as a strategist

## OUR TEAM



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