

GUTE BEISPIELE

DIE WELT AUS DEUTSCHER SICHT



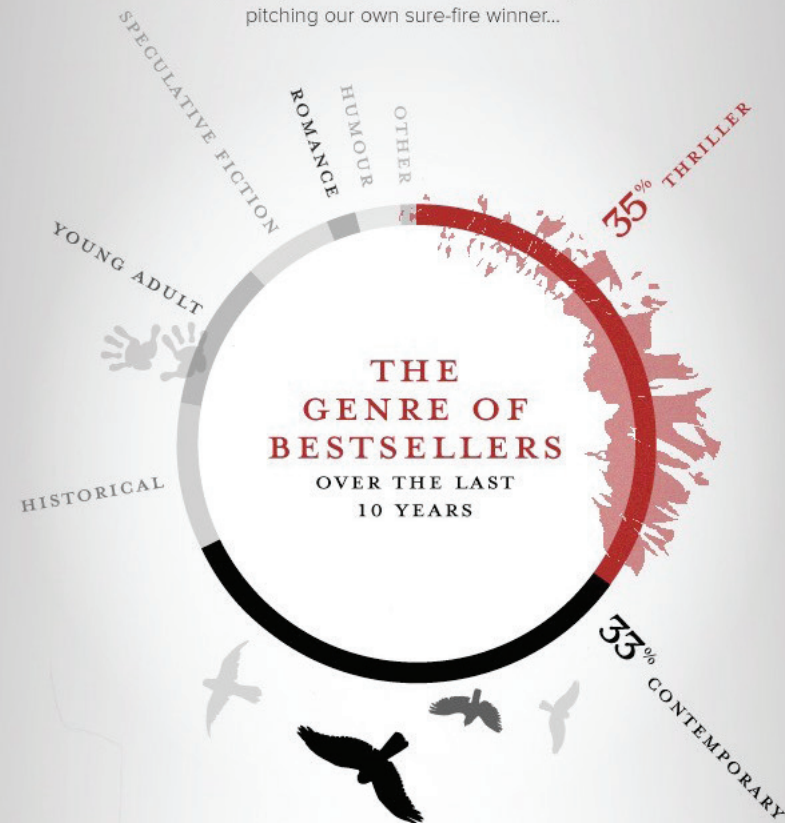
DIE WELT AUS DEUTSCHER SICHT

DEUTSCHLAND VERSTEHEN
EIN LEBE-, LERN- UND ANSCHAUBUCH
VON RALF GRUBIS UND JÜRGEN SCHWÖBCHEN

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BESTSELLER FORMULA

They say everyone has a book in them – what if yours is a bestseller? Waterstones analysed 100 of the top-selling books from the last decade to find out what they have in common, and whether there's a formula to writing a hit. We even had a go at pitching our own sure-fire winner...



The thriller/crime/mystery genre is clearly the most popular in bestsellers, closely followed by contemporary fiction.

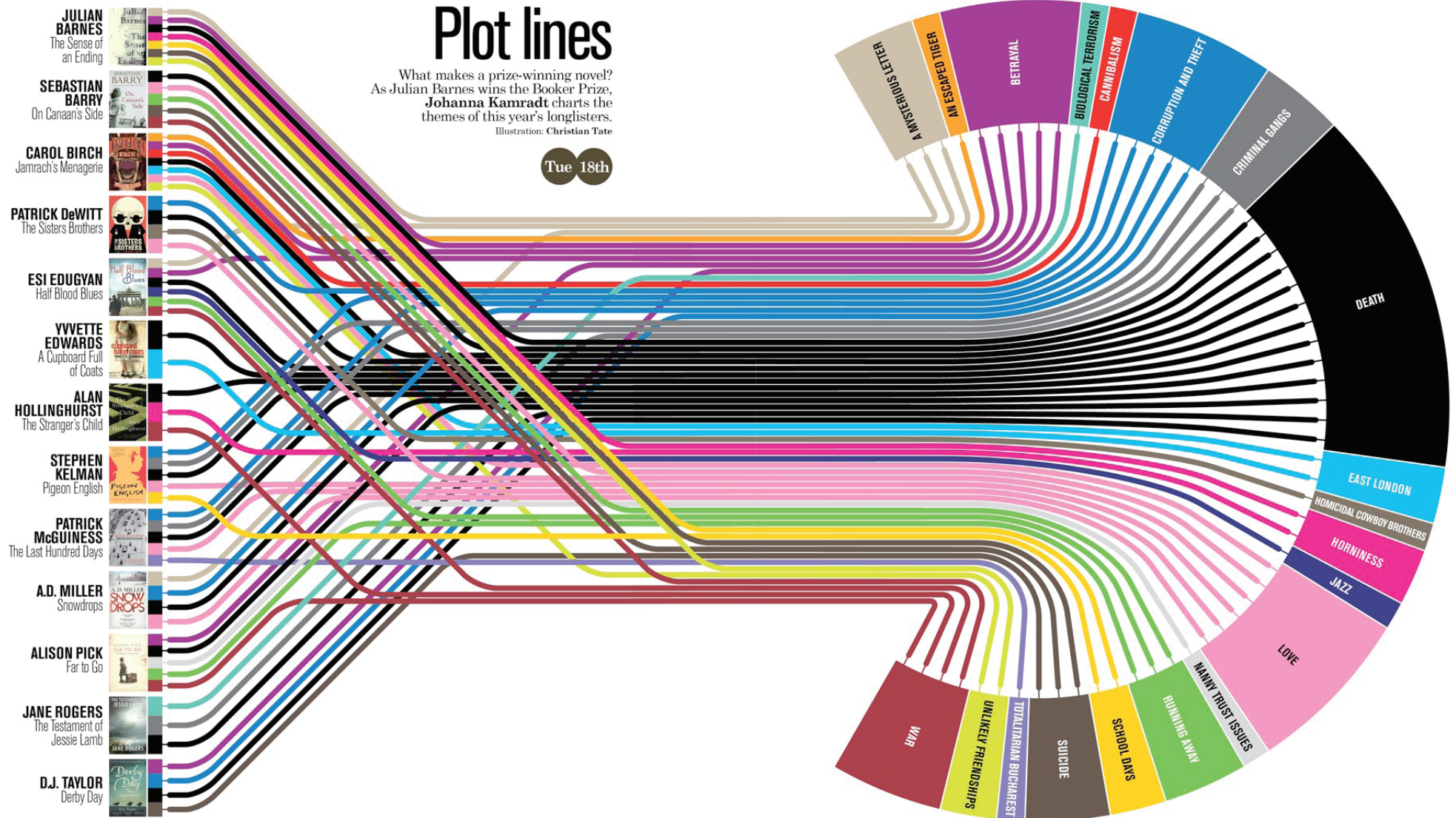
A book set in either of these genres could stand a higher chance of becoming a bestseller.

Plot lines

What makes a prize-winning novel?
As Julian Barnes wins the Booker Prize,
Johanna Kamradt charts the
themes of this year's longlisters.

Illustration: Christian Tate

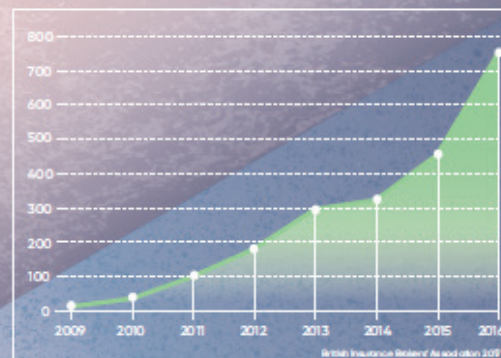
Tue 18th



RISE OF TELEMATICS

Telematics insurance, which offers customers personalised policies based on their driving behaviour, has experienced rapid growth over the past few years as motorists look for ways to lower their premiums. Also known as black box insurance, telematics enables providers to track a number of risk factors such as location, mileage and braking to give a more accurate policy price, and can lead to average savings of around £200 a year for younger drivers*

TELEMATICS INSURANCE POLICIES IN THE UK
Thousands



HOW TELEMATICS COULD RESHAPE THE INSURANCE INDUSTRY

01

Movement towards usage-based insurance models is likely to decrease risk and reduce claim numbers and volume



02

Loss ratios should decrease markedly



03

Insurance companies could not only monetise risk, but also work with appliance, automobile and other equipment manufacturers to reduce actual risk



04

Opportunity exists to develop and price real-time micro-insurance packages to meet shifting demand



Deloitte Center for Financial Services 2016

EXAMPLES OF DRIVING BEHAVIOUR MEASURED BY TELEMATICS DEVICES



PERCENTAGE OF THOSE WHO WOULD ALLOW DRIVING TO BE TRACKED

26% EAGER BEAVERS

Would allow monitoring without stipulating any specific discount in return

47% NAYSAYERS

Would not be interested under any circumstances

27% FENCE SITTERS

Might get on board if given a high enough discount to make it worth their while

SIZE OF DISCOUNT REQUIRED TO ALLOW DRIVING BEHAVIOUR TO BE MONITORED

Percentage of those who are 'on the fence' about telematics



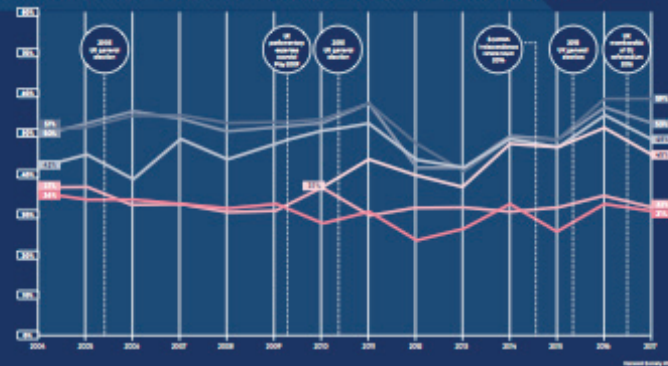
RACONTEUR

POLITICAL ENGAGEMENT

Measuring the level of political engagement across a nation is a fundamental source of information and insight for any parliament. It is key to understanding why people show up to vote and, just as importantly, why many of the public still don't. The EU referendum last June saw 72 per cent of the eligible population cast their ballot, the highest recorded turnout since 1992. But while engagement has improved, public opinion about politics in the UK still shows some discontent and, perhaps more worryingly, a general sense of indifference.

CORE ENGAGEMENT INDICATORS AND MAJOR POLITICAL EVENTS

☐ Considerable role ☐ Intermediate to suffice ☐ Knowledgeable about suffice ☐ Knowledgeable about parliament ☐ Feel free getting involved in suffice ☐ Satisfied with the system of governing



POLITICAL ACTIVITIES

POSTURAL ACTIVITIES:
 Improving body core posture, the alignment of the spine is important, which prevents the spine from becoming rounded and the spine is the center

● 2019 ● 2020



SOURCES OF POLITICAL INFORMATION

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● **base component**



POLITICAL ENGAGEMENT BY AGE

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those who strongly want
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- **INTEREST IN POLICE**
those who claimed to be
very/very interested
- **KNOWLEDGE OF POLICE**
those who agree or believe in the
current recruitment



SCHLECHTE BEISPIELE

