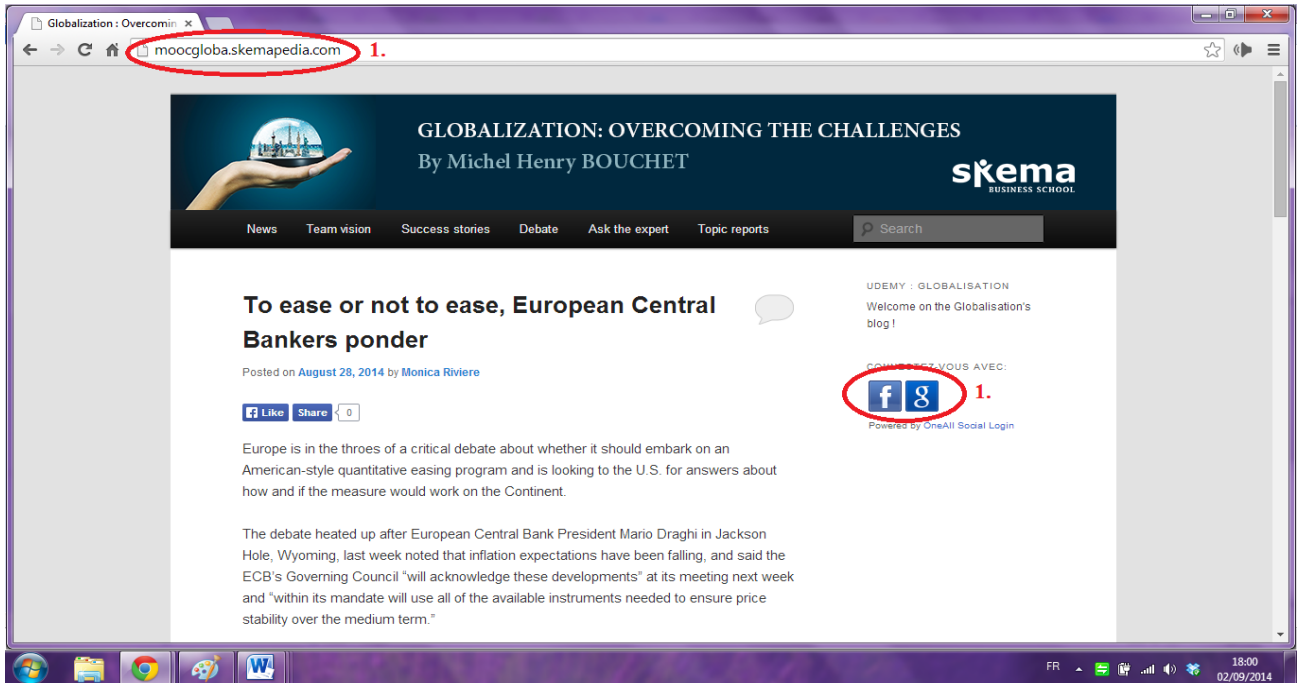
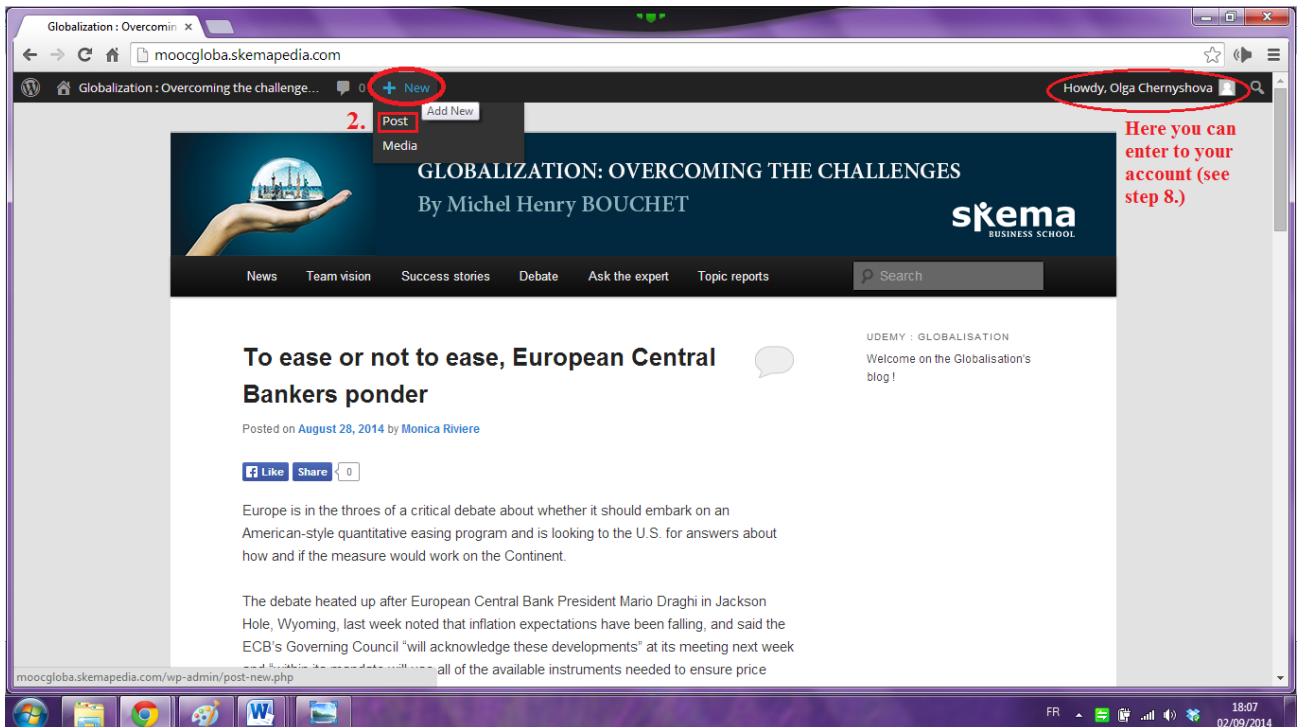


## Tips : How to post an article.

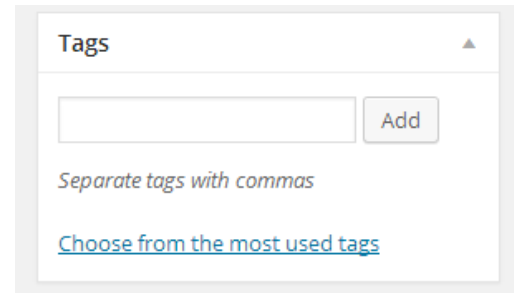
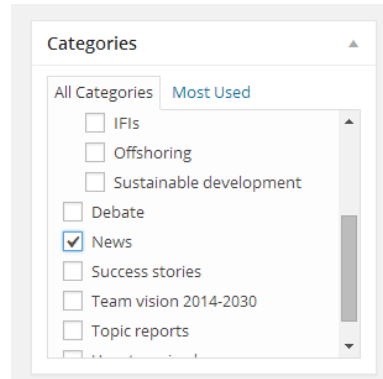
1. Firstly, you have to log in: <http://moocgloba.skemapedia.com/>  
You can log through your account Facebook or Google+ (if you don't have one, we recommend you to create Facebook or Google+ account). **NB!:** None of your personal data can be accessed.



2. Secondly, to create your post you need to find on the top of the page on your left (in black band) the button "+NEW?". Then you click on "POST".



- In the opened window you can write your text and put link to the full article.
- Please, don't forget to select your CATEGORY** where you want to post your article and **TAGS!** There are several categories. For example, if you want to post an article in the mashup, tick the category "NEWS".



- To access the advanced text editor features, please click on the button below (see picture).
- If you want to attach a "Youtube" video to your article, push the button "YouTube Embed" and paste your link into "[youtube]" and "[/youtube]" (see picture).
- To publish your article press the button "PUBLISH" on your right.

Nowadays we see a shift in M&As strategies. The purpose of an acquirer is not anymore increasing the earnings per share, but to attract new customers and their time spending on new social networks. Big MNE are not interested anymore to work with investment banks that can suggest how to get more money. MNE like Apple or Facebook want to gain dominant positions in their sectors not only in terms of money but especially in terms of the amount of their "adepts" worldwide.

<http://www.ft.com/intl/cms/s/0/9411fdde-27c5-11e4-ae44-00144feabdc0.html#axzz3BUHLr0LB>

[youtube]Insert video URL or ID here[/youtube]

[youtube]<https://www.youtube.com/watch?v=3oTLyPPrZE4>[/youtube]

Word count: 91

Draft saved at 4:21:59 pm.

Categories: 4. !!! please choose your category

3. Here you can write you text

3. Here you can paste your link to the full article

6. Paste you link like we show here

7. Publish

8. Further you can modify your post. You need to enter your profile on the right on top (in black band). You go to "POSTS" and under the title of your post you can select Edit/Quick Edit/Trash/View.

The screenshot shows the WordPress admin dashboard. The left sidebar contains a menu with 'Posts' highlighted by a red circle and a red arrow pointing to it. The main content area displays a list of posts. The 'Categories' column in the table is circled in red. A red text annotation above the table reads: "If you don't see your article appeared, check your category that you select". Another red text annotation below the 'Apply' button in the bulk actions row reads: "Push apply after your modifications". In the top right corner, the user profile 'Howdy, Olga Chernyshova' is circled in red, with a red text annotation below it: "8. Click here to enter your profile". The browser address bar shows the URL: moocgloba.skemapedia.com/wp-admin/edit.php?post\_type=post&author=3. The footer of the page includes the text "Thank you for creating with WordPress." and "Version 3.9.2".

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
<input type="checkbox"/>	(no title) - Draft	Olga Chernyshova	Uncategorized	—	0	2014/09/02 Last Modified
<input type="checkbox"/>	No need for banks in an area of intellectual capital <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>	Olga Chernyshova	News	Apple Inc., Facebook, Investment banks, M&As, Silicon Valley	0	2014/08/28 Published
<input type="checkbox"/>	Title	Author	Categories	Tags		Date