

<http://www.youtube.com/watch?v=rcxe8ptftOI>

**Victoria Beckham talking about her 'public persona'*

SLIDE 9

D'ye know, I DON'T KNOW, I mean,

I GAVE up WORrying about what people THOUGHT a long, long TIME ago, YOU KNOW

I DON'T KNOW

EVERYbody says I'm..., I'm very DIFferent to what they THINK

And I suppose that I creAted, Ehm...,

YOU KNOW, this CHAracter, if you LIKE and MAYbe that's, MAYbe that's my ARmour

MAYbe that's...

I DON'T KNOW

MAYbe that's how I proTECT myself

I DON'T KNOW

Q:....

D'you know, I think, Using the ehm

YOU KNOW, TWITter and FACEbook

Ehm, I think is...

I think it's GREAT!

It really DOES enABLE me to... ehm...

To get diRECTly to my FANS and HAVE FUN

And when I was

on the AERoplane, I mean, DON'T forGET

We have flown about FOURTEEN HOURS to GET to that point

With a BAby

YOU KNOW,

We were ALL REALly, REALly TIred

And the things that you do to aMUSE yourself when you're TIred...

Ehm, yeah I just thought...

*BESIG Annual Conference * Stuttgart, Germany * 18 Nov 2012 * by Marieke van der Meer*

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**Victoria Beckham talking about her 'public persona'*

I thought it was FUNny

Made ME laugh

*

Q: ...

No ,

I mean,

I gave up a LONG, LONG time, WORrying,

And concERNing myself over that, YOU KNOW,

I CARE what people say about what I do proFESSionally

I CARE about what my CUStomer says

YOU KNOW, that's, that's what I Do care about

Because,

WHY do I DO what I DO?

I DO what I DO

because

I LOVE WOMen

I want to emPOWER women

I want women to feel GOOD

I want them to feel BEAUtiful

And SO I CARE about what, what my CUStomer thinks

Because I want to GIVE her what she WANTS

But GENerally speaking,

I don't..., I DON'T FOCus TOO much on ANything NEgative

I'm a REALly POSitive person, I REALly AM

Ehm,

So, NO

Not REALly!

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