

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

ESP Trainer

The ESP trainer was developed under a NASA program by the physicist Dr. Russell Targ at Stanford Research Institute. The researchers have found that people are able to improve their ESP scores by using a machine just like this and get in touch with the part of themselves that is psychic.

<https://apple.co/35KCQ8R>

Books

The Tipping Point

by Malcolm Gladwell

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. The author explores this phenomenon that is already changing the way people think about selling products and disseminating ideas.

<https://amzn.to/3oAoDUB>



The Future of Jobs and Skills

Many universities are still preparing students for the jobs of yesterday. It is no secret that many jobs of today are at risk of being replaced by automation. The skills that will be needed in the future will be about creativity, intuition, aesthetics and deep humanomics. The Future of Jobs report maps the jobs and skills of the future, tracking the pace of change.

<https://bit.ly/2TJEWQs>

Mini article

The team from SEO Jury share a number of SEO mistakes to avoid - and what to do instead - in this infographic.

<https://bit.ly/3jPF6AN>

Brand Purpose in Retail Economy

This article is about how IKEA and other retailers get consumers to buy on brand purpose, not just products. Sustainable Brands research shows that an overwhelming 88% of us would like brands to help us lead a more sustainable lifestyle and a recent study from IRI finds that Sustainably marketed products have grown 7X faster than conventionally marketed products over the past four years.

<https://bit.ly/34GHdSV>

On Influencer Relations

Marketers need to take into account the key factors described in this article when considering their next campaign or partnership, in order to deliver better results and avoid any potential influencer marketing pitfalls. The key is authenticity. Follower numbers are not the be-all and end-all and so it is important to pay attention to other metrics.

<https://bit.ly/2GixA3y>

Personal Reputation

Those that become entrepreneurs of a successful business, they'll automatically invest time and capital to build a reputation for themselves. But there are many advantages to cultivating a better professional reputation before one starts a business in the first place.

<https://bit.ly/3kNYCyA>

Digital Brands That Last

William and David Collis raise the key questions in this HBR article: "What makes a brand last? Knowing the answer is what separates sustainable success from eventual obscurity. Almost every company devotes significant resources to defining their brand. But few ask the equally important question: how to protect it?" There is much to learn from real luxury brands when it comes to creating 'built-to-last' brands. History has shown to us how brands with deep reputability and strong value-systems pass the test of time, not only in the sense that they don't die but also in the sense that they tend to stand above the economic ups and downs or political regimes.

<https://bit.ly/3mFCFTa>