

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Waking up

This app is by Sam Harris who is a neuroscientist, philosopher, and New York Times best-selling author. Users can explore the practice of meditation and examine the theory behind it. They can go beyond mere stress reduction to make profound discoveries inside the laboratory of the mind.

<https://apple.co/2vgQ4eJ>

Books

Global Brand Strategy by Jan-Benedict Steenkamp

Global Brand Strategy speaks to three types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

<https://amzn.to/2vIJrvv>



Cinematic Case of Ghosn

The escape operation of Carlos Ghosn was all over the news recently not only because it is sensational but also because it is cinematic and stranger than fiction as if inspired from Ocean's 11. What does Carlos Ghosn's cinematic escape teach us about owning the strategic narrative in modern reputation management? What has he done right thus far?

<https://bit.ly/36tnQue>

Mini article

More than 2 billion people visit Google's YouTube each month. Here are the top tools to grow a YouTube channel.

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

Talent Recruitment vs. Acquisition

Being able to distinguish between the processes of talent acquisition and talent recruitment can pay big dividends for an organization's HR function, according to a new report from Randstad. One calls for a long-term view, while the other is more immediate.

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

Brand Journalism is Alive

Although the origins of brand journalism written in this article are highly disputable since it was invented before the last two centuries, the author is right in that brand journalism is more alive than ever in the age of democratized content creation, distribution and consumption. As it's written in the article "brand Journalism brings focus to the convergence of branded communications in a time when carefully crafted, engaging content is critical."

<https://bit.ly/2Rp7qyB>

Tribe as a Competitive Advantage

It's been said that one doesn't buy a brand. One joins a brand. A brand without a circle, a network of insiders or a tribe is not a cult brand. A brand's vibes attract its tribes. Some brands build a product and then find the community for it while other brands build a network first and then create product/service for it. Here is an HBR article about when community becomes competitive advantage.

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

The Lindy Effect

When Warren Buffet was asked about investing in technological gadgets he replied by explaining how by the time he begins to invest in them, a new one will come out making the previous one obsolete. This is why he'd rather invest in things like chewing gums because it's been hundreds of years that we haven't changed how we chew chewing gums and we will probably keep chewing them in the same way for another few centuries. Investors may want to learn from the Lindy Effect and focus on things that rarely change. Betting on long-lived assets as centuries-old brands is the strategically right thing to do.

<https://bit.ly/2RMGI25>