

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Anonymous Camera

Powered by machine learning, it is designed as a tool for journalists, whistleblowers, researchers, and activists who need to record sensitive information while protecting themselves and their sources.

<https://apple.co/2J8tM6v>

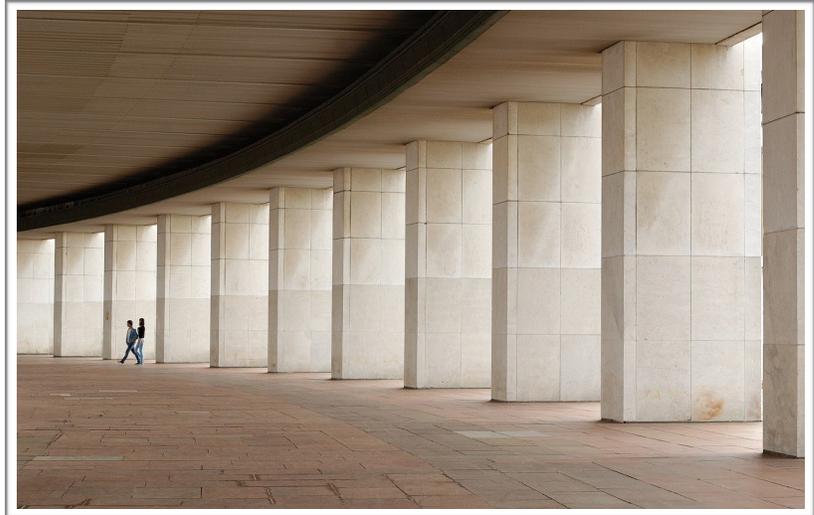
Books

Expert

by Roger Kneebone

What could a lacemaker have in common with vascular surgeons? A Savile Row tailor with molecular scientists? A fighter pilot with jazz musicians? At first glance, very little. But Roger Kneebone, the expert on experts, having spent a lifetime finding the connections, reveals the path to mastery.

<https://amzn.to/3mjmnQ0>



Reframing it Right

Daniel Markowitz put it right: “How you frame your problem will influence how you solve it. Therefore, the words you choose to describe the issue are critically important. In fact, if you’re struggling to generate effective solutions, you might change the way you’ve phrased the problem. (...) a small change of words can lead to a big change in your perspective”

<https://bit.ly/3fK7q77>

Mini article

After LinkedIn, Twitter too joined the wagon. Its new disappearing tweets, called Fleets, are now available.

<https://bit.ly/309H007>

Global Country Brands 2020

FutureBrand has revealed its 2020 Country Index, providing in-depth rankings of global country brands. The report was conducted six months into the Covid19 pandemic, and reveals unexpected resilience by some countries during a year of crises. Japan tops the list this year. It is a country that knows how it is a waste of investment to invest in nation branding without a thorough understanding of the role of cultural identity which is deeper rooted than national identity.

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

On Thought Leadership

Thought leadership is not content marketing. Many still confuse the two. There are clear differences between the two that are worth remembering. For some brands and organizations a balance of both is the right way to go while for others content marketing is the worst way to go and so thought leadership is the only way to go.

<https://bit.ly/3qbI5b6>

Creativity as the Key Skill

This article is about how to prepare for a future in which creativity is a workforce survival skill. As it was mentioned in previous issues, 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.

<https://bit.ly/39vCMNP>

Supra-economics of Luxury

In order to reframe the leadership problem, it is vital for the 21st century leaders to periodically ask the question of ‘what would a luxury brand manager do?’, when they are faced with dilemmas during executive decision making processes. As Rebecca Robins wrote “having outperformed all other sectors in the Best Global Brands study for two years running, some estimates say that luxury could contract up to 35%. However, the leading brands in this sector proved resilient through the last economic recession, and there are signs of them doing so again.”

<https://bit.ly/3lggL7B>