

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Curiosity Stream*

CuriosityStream is the world's first on-demand streaming service for award-winning documentaries that enlighten, entertain and inspire. It includes such originals like Prof. Stephen Hawking's Favorite Places, Miniverse, and First Man, BBC Documentaries like The Wonders of Life and Horizon.

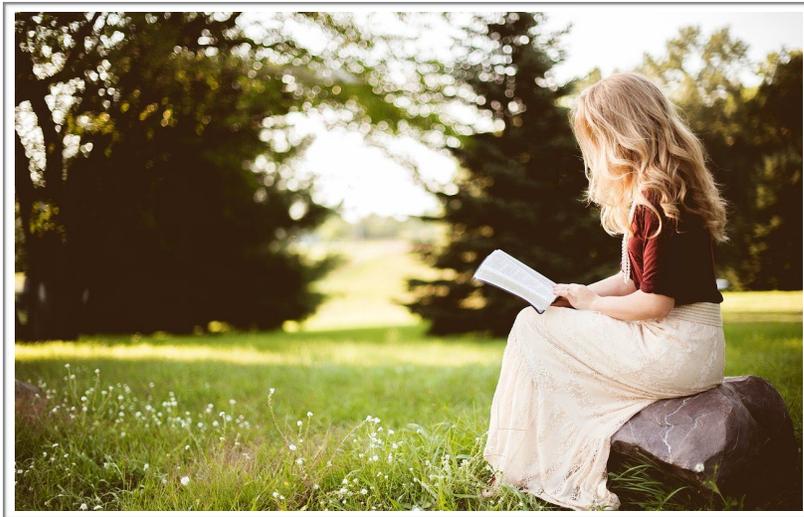
<https://apple.co/2WoFDCV>

## Books

### *Built to Last* by Jim Collins

What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?

<https://amzn.to/2Z6sk6X>



## Tactile Sense

In a world of endless screens, there is a growing need for more tactile experience. Print media and advertising has a lasting influence, with up to 70% better recall than any other channel, increasing its effectiveness. As Lindstrom said “In the past print used to be a communication medium, now it’s becoming a communication and sensory stimuli media.”

<https://bit.ly/2JA7joG>

### *Mini article*

Podcasters are the new radio influencers. Here’s how to leverage them in your strategies:

<https://bit.ly/2WC6eM2>

## (Cult)ure of Luxury

Fundamentals of true luxury brand management stay unchanged no matter what the mainstream media claims. Low consciousness mass media will never be able to replace cultured consciousness. Such global realities as the experience economy, the slow movement and meta-luxury are growing their culture of excellence and economies of quality without showing signs of stop.

<https://nyti.ms/2YWjEjg>

## Travel Brands

Travel brands need to know their place. R. Curtis, CEO at FutureBrand Asia-Pacific, wrote in Campaign Asia about how the global travel sector is reaching a confusing saturation point, so winning brands must differentiate through experience. Divergence, in the sense that Al Ries formulated, originality and being distinctly different would do.

<https://bit.ly/2VPJKT2>

## Reputational Risks

What are the reputational risks that CEOs are most worried about? What do executives see as being the biggest reputational risks lingering over the next 12 months for their businesses? Here is an interesting infographic from Raconteur, which breaks down the near-term reputational risks seen by CEOs as based on research by Deloitte.

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

## Intercultural Trust

As the authors of this HBR article wrote: “Many managerial positions require frequent communication with employees from around the world, but building trust across cultures can be difficult. Still, it is vitally important; when individuals trust one another, they can work together effectively regardless of cultural differences.” Interviews with executives reveal three common things that American, Asian, Latin American, and Middle Eastern executives do to build trust.

<https://bit.ly/2W2RnWF>