

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Hotel Tonight

This app is #34 in the travel category and received 4.9 stars in ratings from more than 200k users. It is a hotel-booking platform that lets users search for good deals and make last-minute accommodations.

<https://apple.co/2uzRY6a>

Books

B2B Brand Management by P. Kotler & W. Pfoertsch

The authors in this book explore the art and science of B2B branding and of branding industrial products because today more industrial companies need to start using branding in a sophisticated way.

<https://amzn.to/2EEy6Uy>



Credibility and Reputation

Brand reputation management has been one of the most strategic practices for enhancing online visibility and customer loyalty. Why is brand credibility particularly important in reputation management? How can brand credibility scale a business?

<https://bit.ly/2Tvorq3>

Mini article

AirBnB has just acquired HotelTonight, a hotel-booking app that lets travelers arrange last-minute accommodations.

<https://tcrn.ch/2XKbElF>

Blockchain & Brand Trust

In this article Christian Purser, CEO of Interbrand London, examines and analyzes whether the next generation of internet technologies heralds a new era of trust for brands. Can blockchain provide the trust layer wherever there's a potential trust issue?

<https://bit.ly/2SsA6nV>

Segments of the Wealthy

According to KnightFrank's Wealth Report in 2019, the population of millionaires (in USD) worldwide will exceed 20 million for the first time. Global UHNWI population (those with \$30m+ or more in net assets) forecast to rise by 22% over the next five years and eight of top 10 fastest growing wealth populations are forecast to be in Asia over the next five years.

<https://bit.ly/2EN1vMk>

The First Law of Mind

A science writer from Harvard University pointed out some of the specificities of categorization in his article called "The Second Law of Marketing Is the First Law of Mind". When is it time to come up with a new category? How does the mind know when to create a new category and when to stick with an old one? What are the latent causes that define your brand's category?

<https://bit.ly/2C682RF>

HealthCare Brands

Sunaina Sharma, a Senior Strategist, wrote why healthcare brands need to change their approach. She explains why these brands' Chief Executives would be wise to look to their counterparts in the tech and finance sectors in order to avoid the same pitfalls because "they are currently clearly not living up to their promise to place "uncompromising integrity at the heart of everything we do". It's this gap that starts the domino effect of diminishing positive brand perceptions, brand preference and perhaps ultimately growth."

<https://bit.ly/2H4JvRj>