

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Peerby*

This is an interesting app that enables its users to borrow the things they need from people in their neighborhood. It is a good way of translating the online sharing into the offline sharing economy.

<http://apple.co/2vrj9ix>

## Books

### *Myths To Live By* by Joseph Campbell

This book explores the enduring power of the universal myths that influence our lives daily and examines the myth-making process returning always to the source from which all mythology springs - the creative imagination.

<http://amzn.to/2ttKXBw>



## Systems Thinking

Peter Senge explores how we have shifted in to a new generation of systems thinking. He asks us to think about how we use technology and how that technology influences, for better and worse, the ways we communicate and connect.

<http://bit.ly/2uq4p6O> <http://bit.ly/2v8qvbl>

### *Mini article*

Influencer marketing is the latest weapon in the battle for eyeballs. Here is an interesting infographic about this powerful way of marketing.

<http://bit.ly/2t6vpEk>

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## Swiss Crypto Currency Valley

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According to Darryn Pollock from CoinTelegraph, Switzerland is enticing financial technology companies and startups to its already booming Crypto Valley by stripping down its regulations for services surrounding digital currencies and other financial services.

<http://bit.ly/2tOdi9T>

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## Sound of Branding

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The only thing that operates by cutting through the darkness, so to say, is sound. Both metaphorically and practically, nothing is visible when the lights are out except sound and this is why auditory sensations are very important for brand management systems.

<http://bit.ly/2tZMjaK>

## Sony Vinyl

28 years after Sony decided that vinyl records were out of fashion, they are coming back again to the brand's world. In response to the rising vinyl records in the past few years and to implement niche strategies the brand announced that it'll be producing vinyl records again. As the character in Hesse's novel Siddhartha said 'Everything returns'

<http://bit.ly/2sLpJi5>

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## Hidden Players

There is a number of hidden realities within the business that are shaping it without being televised. There are hidden champions, silent paradigm shifts, deep entrepreneurial systems that influence the direction of the global commercial exchange in ways that the mainstream media is not even conscious of. In this interview, Hermann Simon speaks of only one of the aspect of these hidden realities - hidden champions.

<http://bit.ly/2upPNUF>