

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Wonders of Life

The 'Brian Cox's Wonders of Life' app that is built by Harper Collins publishers won the Editor's Choice award and it may be described as a good example of modern media done right with value and meaning.

<https://apple.co/2GjPGS0>

Books

Legacy in the Making

by Mark Miller & Lucas Conley

This book explores and explains an active, dynamic form of "modern legacy," seen through the eyes of a select group of extraordinary men and women who are pursuing their enduring ambitions in the age of short-termism.

<http://a.co/d/c5nMmTa>



Many-Model Thinking

Interdisciplinary thinking needs to be complemented with intercultural thinking because diversity of authentic sources for data, advice, business intelligence or ideas strengthens the decision-making process and the decision-maker's mindset. In this article the author explains why many-model thinkers make better decisions.

<https://bit.ly/2Qc1KYY>

Mini article

This mini article is about a need hidden in plain sight that was only recently discovered and responded to.

<https://bit.ly/2U5DMhc>

Hotels' Brand Extensions

Why do hotel companies have so many brands? Does it make sense for a company like Marriott to have 30 different brands? Why would it be in no hurry to get rid of any of them? Why are brand extensions necessary and why is it sometimes risky to not to have extensions in terms of reputation management?

<https://nym.ag/2EzRXH9>

Beyond Hot Topics or 'Issues'

According to a study conducted by Accenture 47% of consumers will leave brands that lack a purpose. It was also found that the notion of brand purpose goes beyond hot topic issues. Mainstream buzzwords and excessively lobbied issues of some importance that suppress the actual issues of great importance lead to more clutter and noise rather than constructive criticism and results-oriented awareness.

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

Time Allocation of CEOs

What's a day in the life of a CEO like, and how do they deal with the constant demands of the top job? This article explains the time allocation of CEOs in an infographic created by Raconteur. The infographic breaks down the CEO role in terms of tasks and priorities and provides an interesting glimpse at how CEOs tackle the difficulties of the profession.

<https://bit.ly/2rCgZN7>

Retention is the 'New' Currency

Retention may be the 'new' currency for many industries but for the luxury industry it is nothing new. Cult-like loyalty, membership, long-term relationships and retention has always been among the priorities of luxury brands' business models. As the sharing economy gave rise to the subscription economy non-luxury marketers too began to, finally, pay more attention to retention. But, as Tracey Wallace wrote, "a subscription model, alone, won't be enough. Consumers will seek membership and the benefits that come with it: experience, community, and camaraderie."

<https://bit.ly/2BrIG6>