

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Carbon*

This app is positioned as the best black and white photo editor on the App Store. Developed in partnership with professional photographers, Carbon's minimal feature set allows users to hone in on what is most important in black and white photography.

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

## Books

### *Understanding Organizations* by Charles Handy

In his book Charles Handy explains why "organizations are not objects. They are micro-societies." This core business text gives professionals the tools to analyze and improve these "micro-societies."

<https://amzn.to/2VNtc2T>



## Creative Industries

During the Cass MBA London Symposium Dr. Sionade Robinson stated that "last year was a record breaking year for the creative industries in the UK, which are undoubtedly a real success story, worth over £100 billion per year, employing over two million people and already growing at twice the rate of the economy as a whole."

<https://bit.ly/2WsB2vn>

### *Mini article*

LinkedIn published a new guide on what to post on the platform in a form of an infographic:

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

## Central Banks Use Blockchain

Central Banks used Blockchain for the first time to swap currency. According to Bloomberg, the Bank of Canada and Monetary Authority of Singapore have sent each other digital currencies using blockchain technology, marking the first such successful trial between two central banks.

<https://bloom.bg/2GVW0ID>

## Philosophy is Key Software

Thanks to radical transparency it has never been so easy to identify if a leader has an authentic personal philosophy or not. This article reminds of the durable relevance of philosophical principles especially in today's world. However, it does not have to be specifically the school of Socrates. It can be other schools of philosophy from other periods of history (i.e. Humanism) or from other cultures so long as they are relevant and authentic.

<https://bit.ly/2JQ2yPM>

## Hidden Teams

The topic of deep organization remains implicit and unspoken almost as if it is the same as 'deep government'. However, the issue of hidden teams was re-emphasized recently in an article of HBR. Only 16% of employees are engaged at work. The most extensive and methodologically consistent global study of employee engagement reveals why.

<https://bit.ly/2Llpza4>

## A History of "Influencers"

So long as the industry lacks the sophisticated profiling tools to profile influencers or refuses to learn about them from insiders almost all attempts in identifying, segmenting, evaluating influencers will be wasteful. This includes the idea of finding the equivalents of influencers from history that are analogical to some of the influencers of today. The inability to distinguish between the ruled influencers and the actual or the ruling influencers derives from the weak segmentation skills of communication professionals, market researchers, economists, strategists, media etc.

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