

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Google Authenticator

Google Authenticator works with 2-Step Verification for a Google Account to provide an additional layer of security when signing in. With 2-Step Verification, signing into an account will require both the password and a verification code that users can generate with this app.

<https://apple.co/2LnJbz5>

Books

Future Proof

by G. Codrington & N. Bush

Future-Proof is an invaluable guide for parents who wish to create realistic and relevant parenting goals that will set their children up to thrive, no matter what awaits them in the 2020s and beyond.

<https://amzn.to/309zoAC>



Potential for Tons of Magic

Many of the industries still lack design thinking in solution finding processes. Cultured consciousness rather than cultural consciousness, humanities or psychographics need to be integrated. Measuring the right matters with the wrong measurement instruments and giving the right answers to the wrong questions won't bring future growth.

<https://youtu.be/GvqhKLy2hEM>

Mini article

This mini article is about LinkedIn's newly launched insights hub to provide additional audience insights.

<https://bit.ly/2TXx4dN>

Pharma's Reputational Crisis

As Backstrom wrote in his article: "This past year, the pharmaceutical and healthcare industries rounded out the bottom of the poll's business and industry sector ratings. The only "industry" below them? The federal government." The pharmaceutical industry's integrity is compromised with each new crisis. Two experts explain some of the ways these companies can turn the situation around.

<https://bit.ly/30AKfUu>

Brandful Cities?

Free coffee, loaner bikes, and public events... These are some of the amenities that tech brands and banks too offer at a new generation of retail spaces. For instance, Facebook has coffee shops now. Even though as a move on its own it is a right one but the question remains: Is it the right move for every brand? Is it loosely tied to a given brand's codes or strongly so?

<https://bit.ly/2ZfoKM5>

Hello Traditional PR

It's the height of the digital age, and one public relations industry expert has decided to wave goodbye to social media and influencers and say 'hello' to traditional PR practices. Media update's Aisling McCarthy takes a look at why they made this move and what its effects have been.

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

Purpose of a Corporation

According to this HBR article on August 19 the Business Roundtable issued an open letter titled "Statement on the Purpose of a Corporation." One of the preeminent business lobbies in the U.S., the Business Roundtable (BR) includes the CEOs of leading U.S. companies from Apple to Walmart. This group of influential and prominent CEOs signed a letter stating that a business's purpose is about more than shareholder demands. The declaration ended as follows: "Each of our stakeholders is essential. We commit to deliver value to all of them, for the future success of our companies, our communities and our country."

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