

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

SignEasy

SignEasy is a simple and fast way to sign documents of various formats with wet-ink like signatures on an iPhone and iPad. With over five million users and high user ratings this app is spreading world over.

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

Books

Network Advantage
by H.Greve, T.Rowley &
A.Shipilov

Companies made more than 42,000 alliances over the past decade worldwide, many of which failed to deliver strong results. This book explains why and how you one can seize the benefits from one's network of alliances.

<http://a.co/3QeBycj>



Taking Risk to Build Trust

Integrity in some cases is about making the right decision to take the right step which can be unpopular. Serving humanity as a whole must be prioritized over serving the mass market's needs in communications strategies. This means building trust might require taking particular types of risks.

<https://bit.ly/2JZ9Qx8>

Mini article

With the recent launch of IGTV, tips on video and live functions on social media are more relevant than ever to optimise marketing outreach.

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

High-Value vs. High-Worth Brands

Mark Miller compares the high-value brands with the high-worth brands in this article. Basically, "on one end are brands with high value (attractive at a low price), and on the other end are brands with high worth (worth it at almost any price)."

<https://bit.ly/2K3uMml>

Original Journalism

Being aware of the trust level in media that is at an all time low, LinkedIn, too, decided to fill the need in the market for original journalism. LinkedIn's original content includes the Daily Rundown digest of business news sent direct to users each morning. The question remains, as usual, will it remember its original purpose and be as good as it was when it started or will it slowly join the meaningless make-believe content clutter?

<https://bit.ly/2v1oY8v>

Do You Mean It?

The latest cover of Harvard Business Review, one of the last few meaningful media organizations that didn't surrender to the pseudo-zeitgeist of mass-oriented media, focuses on what happens when work has meaning and on turning purpose into performance. According to the authors of the article: "People who find meaning in their work don't hoard their energy and dedication... They grow rather than stagnate. They do more—and they do it better."

<https://bit.ly/2uZSJX9>

Devaluing Creativity

Nowadays the spotlight is on Silicon Valley's increasing greed. According to Rory Sutherland, Vice-Chairman of Ogilvy UK: "The brutal truth about advertising is that tech companies cannot realistically claim to have a monopoly on creative ideas. So they grotesquely overstate the importance of those areas of advertising where they do have monopoly power, and everyone believes them. ... The creative people - who create most of the value - go home from Cannes in economy clutched statuettes, while the tech monopolists go home in private jets."

<https://on.ft.com/2OqemrX>