

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

iBooks Author

Any author can submit their finished work to the iBooks store through this app in a few simple steps and become published author. It offers many templates, features and page layouts for design too.

<http://apple.co/1LiVYgv>

Books

You May Also Like by Tom Vanderbilt

How Netflix recommends movies or why books see a sudden decline in Amazon ratings after they win a major prize, how opinions are shaped via recommendations has to do with this 'You May Also Like' feature.

<http://amzn.to/2e2PCUJ>



PR Agency Repositioning

During the H+K Strategies' Creativity+Science conference in London, Sir Martin Sorrell, CEO of WPP, said data and digital are driving PR agency repositioning and the definitions of creativity has broadened. Semantic interpretation of his words can be guiding.

<http://bit.ly/2cKg5Hu>

Mini article

Google released new hardware products which are Wifi routers. This move is part of balancing the brand's digital and physical presence in our world.

<http://bit.ly/2dHn7vw>

Neuroeconomics

The brain weighs evidence and value separately to make a decision. A blend of neuroscience, psychology and economics can help civilizations make better decisions by looking inside the brain. However, it is still a young field in which much work needs to be done in the years ahead.

<http://bit.ly/2dFh7EL>

Twitter as CRM

A new Twitter study confirms that responding to tweets pays off for businesses. This is particularly beneficial for brand's post-purchase relationship management processes. The customers who send a real question or request and receive a response are 44% more likely to share their experience and 30% more likely to recommend the brand.

<http://tcrn.ch/2df0ei5>

Separating Features

After becoming so messy the all-in-one platforms begin to realize how it is better for the audience to have the features separately (i.e. as standalone apps). This happened with Yandex maps, Facebook messenger and several others which turned out to bring successful return. 'Events', one of the most useful features of Facebook, has now a standalone app too.

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

Brand Reputation

Alan Hall wrote an interesting article about some of the very fundamentals of brand management. As the ancient tradition tells us, your name is one of your most important assets. Asking oneself 'do I really care about the name of my organization or of my own?' is more vital than it seems at first sight. Prof. Roebuck's 'I Care' leadership needs to be applied to brand management strategies too.

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