

# INSIGHTS

Branding | Strategy | Communications

## App

### *Giphy Cam*

After the explosion of such platforms as 9GAG, blogs and the deep web GIFs became even more widespread on the web. Try this free app to easily create GIFs of your own. *Gifx* is another app to try after practicing on *Giphy Cam*.

<http://ow.ly/WR1Ex>

## New book

*Global Code* by Dr. Clotaire Rapaille

There is a new group who are paving the way for the future of decision making: the Global Tribe. This stimulating book explains how a new culture of universal values is reshaping global business and branding.

<http://ow.ly/WR1Qe>



## Digital Semiotics

This is an interesting TEDx talk that describes how we are becoming more dependent on a super system of signs to still be able to make sense of the world we live in, and the world we are programming. The new idea of digital semiotics reminds one the ancient tradition of Kabbalah and its informational model of the world or a model that provides a viewpoint on the physics of information.

<http://youtu.be/8OzZBnYjcGw>

### *Mini article*

Quote: "I am delighted by the way our purpose is resonating." - Mark Weinberger, EY's Global Chairman and CEO

<http://bit.ly/1OHRs85>

## What's ahead for luxury?

Here is a 9 minute podcast that is a new interview with the European Director of Interbrand, Rebecca Robins who shares important insights regarding what is ahead for the luxury goods market.

<http://bit.ly/1UvYdNo>

## Purpose Infographics

Take a look at this *Power of Purpose* infographics prepared by Bright House. BH is an agency that maintains an understanding of the role of purpose in business and that began partnering with BCG.

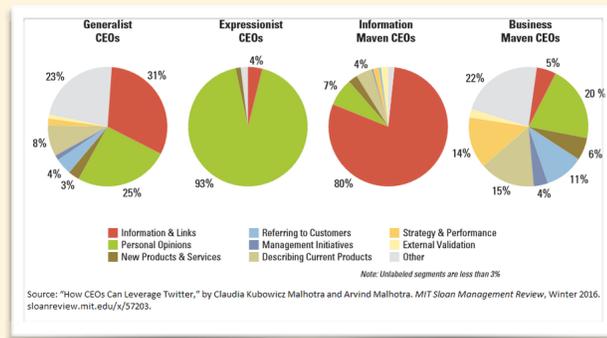
<http://goo.gl/olqriH>

# The Message

Yuri Milner, a Jewish-Russian technology tycoon, physicist and entrepreneur, finances the *Breakthrough Initiatives* that plans to start a competition for the best **message** to send to an advance civilization in space. The pool of prizes for the best messages totals \$1,000,000. The competition is open to everyone.

<http://bit.ly/1OZBt42>

## New Study: CEOs twitter habits



<http://bit.ly/1IX6M3v>

Source: MIT Sloan Management Review

