

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Roll World*

This cool app that gets high ratings from around the world is for creating a photo or video with "Little Planet" effect (also known as "Stereographic", "Tiny Planet", "Little World")

<https://appsto.re/tr/HwaVZ.i>

## Books

### *Powershift*

by Alvin Toffler

Written back in 1991, the book makes accurate predictions about the 21st Century. i.e. As old antagonisms fade, the next important world division will arise . . . between the "fast" and the "slow."

<http://amzn.to/29x5RI0>



## Purpose at Cannes Lions 2016

As M. Sachs writes: "Related to purpose and launched at the Festival was Edelman's [2016 Earned Brand Study](#). Aline Santos, Global Senior Vice President Marketing at Unilever, took the stage with Richard Edelman, President & CEO of Edelman, and talked about moving brand purpose from awareness to activism."

<http://bit.ly/29FTqKx>

### *Mini article*

Social media are making the transition to 'Secret Conversations' as end-to-end encryption comes to Facebook messenger.

<http://bit.ly/29zvgRI>

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## Long Instaposts

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New findings shared by SocialBakers show that users clearly don't mind reading longer stories on Instagram. Here is the interesting graph with average interactions vs. post length.

<http://bit.ly/29Mk8nC>

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## Remote Leadership

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Being in the know of the rising number of small companies that operate through remote leadership and insourcing strategies, Microsoft introduces Skype meetings as free service for small businesses. As the chatting and messaging industry is becoming more crowded, Microsoft continues protecting its territory.

<http://bit.ly/29wv4FM>

# CEO's Energy

This interesting BCG article explores how CEOs who harness energy accelerate value creation, while those who deplete energy or allow it to dissipate struggle to achieve their goals.

<http://on.bcg.com/29ENseh>

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## PR Academics

It is very important to build stronger bridges between PR practitioners and PR academics. There are two major reasons why it is so: 1) We are in the beginning of the millennia of think tanks 2) we need to learn to look past operational dimensions. Long-term partnership of the two sides will be beneficial for both sides. There need to be more PR academics doing business and more PR practitioners delivering lectures.

<http://bit.ly/29MmeUf>