

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Anchor

Anchor aims to be the twitter of audio sharing. The market for long audio (i.e. podcasts, playlists) is quite crowded but there's a huge gap in social media when it comes to platforms for sharing short audio recordings.

<http://apple.co/2lxx0CT>

Books

Conscious Business by Fred Kofman

Conscious business means finding your passion and expressing your essential values through your work. A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders.

<http://amzn.to/2l3tNKF>



Patterns in Superbowl ads

The American creative class' insiders in the world of advertising created some of the most memorable ads this year. Many of the ads in this year's Superbowl were filled with structural messages. Legends, archetypes, psychographics, humor, and nostalgia were present in them.

[Ad 1](#) [Ad 2](#) [Ad 3](#) [Ad 4](#)

Mini article

LinkedIn Premium subscribers will have new features that will provide a better return for their monthly fees.

<http://bit.ly/2lD3I1A>

INSEAD on FinTech

According to Laura Noonan "Growth of fintech forecast to spur almost 2m banking job cuts." The renowned business school INSEAD assembled and summarized some of the very interesting highlights about the ongoing developments in the fin-tech area.

<http://bit.ly/2ID1jnT>

Coursera for Governments

The online distant education brand Coursera has launched a new offering aimed at working with governments and nonprofits, as the brand intends to "close current and emerging skills gaps in the global workforce." The purpose-led brand Coursera continues to grow as ed-tech is one of the key industries of both today and tomorrow.

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

Product Placements of Pepsi

Interbrand's brandchannel interviews Brad Brown who has done various works in the field of product placement. As he explains certain products are way either to place than others because they fit right in very naturally being in harmony with the mise-en-scene.

<http://bit.ly/2l86b7h>

Investors and Entrepreneurs

Debi Kleiman, Executive director of the Arthur M. Blank Center for Entrepreneurship, Babson College, unpacks the studies that is of interest to both investors and entrepreneurs. The important finding of these studies is based on the fact that investors want to back entrepreneurs who they can mentor because several academic studies have demonstrated the impact coachability can have on an entrepreneur's chances of securing funding.

<http://bit.ly/2l3sWcS>