

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Keep or Delete

Keep Or Delete offers the easiest way to get rid of old tweets. Going through the entire feed can be tiring and time consuming but Tinder-like swiping with fingers in order to delete or keep the tweets makes the entire process easier.

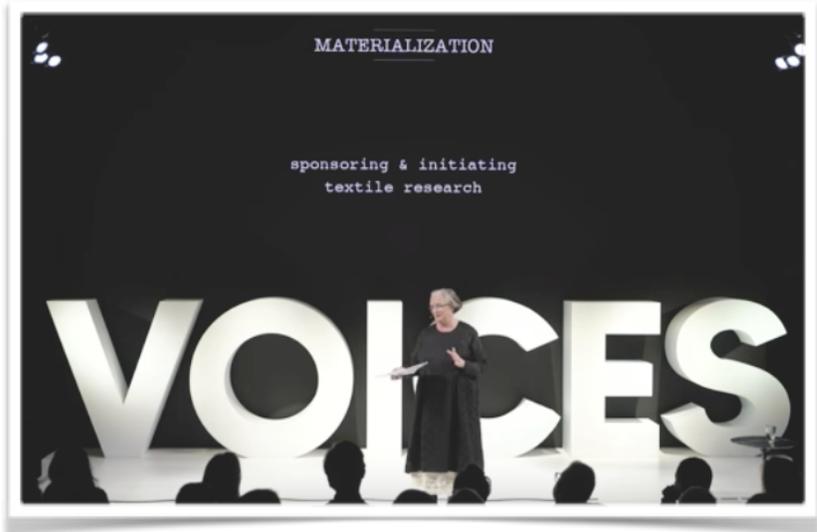
<http://apple.co/2miRyLC>

Books

Managing Fashion & Luxury
by E. Corbellini & S. Saviolo

The book adopts a European perspective on management, considering the case of medium sized firms, managed by an entrepreneur or a family, willing to improve their management skills.

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



Materialization with Soul

In her speech called 'Anti-Fashion: A Manifesto for the next decade', Lidewij Edelkoort, one of the world's most respected trend forecasters, speaks of how the fashion system is broken and how its marketing is losing cultural value more than ever.

<http://bit.ly/2mji2NF>

Mini article

In the words of R. Robins: "The strength of a brand is testament to how (well) things are working on the inside." This is an interesting mini article about brand experiences.

<http://bit.ly/2moj5zG>

Electric Bentley

The British luxury automaker brand Bentley unveiled an electric concept car. It isn't certain that will the luxury auto clientele buy it but the car does keep its elegance and strong performance. Bentley's director of marketing Christophe Georges said: "We will not compromise on luxury."

<http://cnnmon.ie/2niovwp>

Dislike Button?

Messenger Day, another Snapchat clone, that was being tested by Facebook is finally out. The company is now testing the Messenger reaction list and it is different from the News Feed reactions as it also features a new Dislike button. A button like this was always requested and denied but these are the times where the Dislike button in social media has become most relevant. Will it also be part of the News Feed reactions list too?

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

Master Class

This is High Psychographics at work. Master Class is the new ed-tech platform where people could learn from the world class artists: from photography to architecture, from acting to scriptwriting ... The overall brand adds class and fun to the process of education and mentoring. Most of the teachers in MasterClass are from the global intelligentsia.

<http://bit.ly/1PEAK9C>

Language in Branding

The structuralist linguists understood the magical self-sufficiency of language long time ago. A brand's language is the mirror of the brand's culture. The order of reality is hidden in the order of language. As Ludwig Wittgenstein put it: "The limits of my language mean the limits of my world." Is the brand manager to be a semiotician? How multilingual is brand managers' thinking? How do the words function when it comes to brand experience?

<http://bit.ly/2ik95Wu>