

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Tribute

Why pay tribute to the great ones after they pass away if we can do it while they are alive (i.e. John Berger, Prince Dmitry Romanov, L. Cohen etc.)? The app allows users to create a collaborative video montage that can be given as a gift on important and special occasions.

<http://bit.ly/2jP2vDJ>

Books

Management of Luxury

by B.Berghaus, S.Reinecke & G.Müller-Stewens

Authors of this book examine how luxury is evolving and which fundamental aspects of the business need to be prioritized in a time of change and transition.

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



European Intrapreneurship

This new report focuses on a hidden aspect of European innovation – intrapreneurship which involves employees implementing new ideas within organizations rather than starting their own businesses. In the future intrapreneurship can turn European SMEs into small conglomerates with brands and micro-enterprises within.

<http://bit.ly/2iq6uae>

Mini article

Here are the business lessons from the past to remember and keep in mind in the year ahead.

<http://bit.ly/2jk9rIw>

Video ads on Facebook

Facebook is going to start showing ads in the middle of its videos and sharing the money with publishers according to Recode. The video ads market is currently dominated by YouTube but the media brands' websites have also been making profit from video ads. Time will show if Facebook will be able to grab a piece from this pie.

<http://on.recode.net/2j9ZLRY>

Influencers in 2017

Both offline and online influencers will be treated even better in 2017. This will include popular influencers who advertise formally and directly and key influencers who indirectly hand over only the messages worth handing over. The key aspect to take into account is that the *celebrity* influencer for one segment of the audience can be a nobody for the other segment of the audience.

<http://on.inc.com/2hr80KY>

Some CEOs Need Social Media

The opportunities that the social media provides CEOs are numerous. CEOs understand that social media is more relevant for some industries and less so for others. Above all, it is better for CEO to view social media as a tool made for reaching out rather than nose counting the reach.

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

Neuroscience of Trust

Trust is one of the most invisible and yet most important contracts of relationships and partnerships. It is easier to identify it when it is gone rather than when it is there. In this interesting HBR piece Prof. Paul J. Zak concludes his point by quoting Max De Pree, the former CEO of Herman Miller: "The first responsibility of a leader is to define reality. The last is to say thank you. In between the two, the leader must become a servant."

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