

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Launch Center Pro

We feel we don't even have time to slide to unlock. For faster access this Editors' Choice app is ideal. These kinds of shortcuts were first discovered by iOS 'hackers' for jailbreak versions and then gradually some became official features of the iPhone.

<http://apple.co/23PQfnS>

Books

Introducing Semiotics:

A Graphic Guide

by Paul Cobley & Litza Jansz

Being a good companion for creatives and strategists this book outlines the development of semiotics – the study of signs and signifiers in the world around us.

<http://amzn.to/1TZKaCJ>



Product Placements

Batman vs. Superman inarguably did create the global hype among the fans even though it wasn't directed/written by Christopher Nolan this time. It is worth reviewing the brand and product placements in this motion picture: from the very stealth to the too apparent ones.

<http://bit.ly/1r6er82>

Mini article

We may invent the fastest ways of doing things but it doesn't mean there won't be plenty room for slow rituals. The slowness and attention are becoming the key ingredients of experiential goods and services.

<http://bit.ly/23PUQXs>

Passenger Data

It's not the data, it's the interpreter. The analysts need to develop approaches in hermeneutics. This will help increase predictability and maintain the balance between watching and not intruding innocent people's privacy.

<http://nyti.ms/1r6fAfl>

New Market of Iran

Italy few days ago became the first European country to take steps to help its fashion industry build a stronger presence in Iran following the lifting of Western sanctions. Brands like Versace, Roberto Cavalli are opening their first shops.

<http://reut.rs/1T5Fwka>

Connected Cars

Toyota is turning Ann Arbor, Michigan, into a global test site for connected cars. And the company is also placing a major research center for self-driving automobiles and future of connected cars. This vehicle-to-vehicle communications arena is an important one if self-driving cars will ever be able to enjoy the road together.

<http://bit.ly/1Vu6oxC>

Soft Power and Place Branding

Sir Martin Sorrell, CEO of WPP, explains in his article how and why the role of national branding is important in the global economy. Government leaders that seek to attract capital need to think about themselves and nations in a new way: as brands. As the world becomes ever more connected, developing and maintaining a country's brand will be an essential ingredient to success.

<http://bit.ly/1Yvhlo4>

