

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

ToonCamera

ToonCamera is video and photography app that turns photos and videos into cartoons. Users can become comics writers and create their own comics series with this app. ToonCamera app was selected as an App Store Essential.

<http://apple.co/2kBG4UH>

Books

My Adventures in Marketing by Philip Kotler

Prof. Kotler's new book covers: new ideas on marketing science and practice, views on the future of marketing and retailing, views on place marketing, idea and cause marketing, encounters with museums, art collectors, and the performing arts etc.

<http://amzn.to/2j8c16n>



Growth and Prosperity

The 9th Global Drucker Forum 2017 was, as always, full of interesting and thoughtful insights. The necessity for more purposeful organizations was emphasized this year. In this SlideShare, there is a collection of some of the top quotes about growth and prosperity from the great gathering.

<http://bit.ly/2AZ9wyK>

Mini article

In this new interview Rebecca Robins, Global Director of Interbrand shares lessons on personal management.

<http://bit.ly/2B9cAbG>

Slow Moves to Grow Fast

How can different areas and industries benefit from the ongoing 'Slow Revolution'? Why is going slower when thinking of long-term planning or when building relationships important? How does speed influence execution? Why is patience more essential than adrenaline rush?

<http://bit.ly/2wMGJe5>

NextDoor

In addition to Apple buying Shazam, the other news was Nextdoor raising \$75 mln in its funding round. As described by Crunchbase, Nextdoor is the social network for neighborhoods. Neighbors create private neighborhood websites where they get to know one another, ask questions, exchange local advice and recommendations, and organize virtual neighborhood watches to reduce crime.

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

Influentialism 2.0

Influentialism 2.0 indicates a transition in what it is to be influential in the first place. This transition stems from the need for depth in the way that if an influencer isn't deeply involved in what he/she claims to be influential in then their influence will be measured as low.

<http://on.inc.com/2yBoh5s>

Royal Connection

Elevation by association works best with the intangible value that majestic magic has carried throughout history. It is necessary to keep in mind that not all royalty is equal. From the standpoint of luxury brand management, royalty was made up of the first personal brands in recorded history managed as luxury brands way before there were brands on goods and services. They are cultural treasure and part of the nation's cultural capital that add value and meaning to aspects of the economy, society, life, history, places etc.

<http://bit.ly/2B9Kpcs>