

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Swift Playgrounds

Apple's new app can teach the next generation how to code. It doesn't require any knowledge about coding and it has the potential turn millions of 7-8-9 year olds' segment of tech users into coders through a fun way of learning the basics.

<http://apple.co/1U9A1F3>

Books

The Hero and the Outlaw by M. Mark & C.S. Pearson

A brand's Meaning is a company's most valuable competitive advantage. Yet, few companies really know how brand meaning works, how to manage it, and how to use brand meaning strategically.

<http://amzn.to/29MgRiL>



Blue Ocean Stratagem & PR

Over 3,000 participants from all over the world will gather this summer during a three-day long International Conference on Blue Ocean Strategy. In this PR event they will share their knowledge and ideas on how to inject creativity and innovation in the formulation and implementation of national policies and initiatives.

<http://bit.ly/29G48PC>

Mini article

Though lacking psychographics, the 4 key audiences to keep in mind for a brand's PR events are expressed in this article by Thomas Serrano from Havas Luxe.

<http://bit.ly/292RbUA>

Advanced Wireless

According to Tech Crunch, As President Obama approaches the end of his tenure in the White House, his team is launching a wireless networking research project that it hopes could be part of his wider legacy in the world of tech.

<http://tcn.ch/2911gHa>

Open Source

As Matt Kapko writes: "Facebook added 54 new projects to its open-source initiative during the last six months. The company is on a mission to open source its code for software and hardware to encourage ongoing development from outside companies and engineers."

<http://bit.ly/29QZzFL>

Blockchain Revolution

Ignore Bitcoin's challenges. In this interview, Don Tapscott explains why blockchains, the technology underpinning the cryptocurrency, have the potential to revolutionize the world economy.

<http://bit.ly/1s2rrMp>

Being a Strategist

Mastering strategy is a journey that requires an blade-straight understanding of delicate matters. Becoming a strategist and being a strategist are very interchangeable processes. Instead of learning strategies from companies, one is better off learning from individuals. What does it mean to be a strategist? How can executives develop their skills as strategists?

<http://bit.ly/1hU5I37>