

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Expensify

Expensify, a free app with very good ratings, makes capturing receipts, tracking time or mileage, business travel and creating expense reports quick and easy.

<http://apple.co/1NdVs50>

Books

Hooked by Nir Eyal

This book focuses on how we can develop habit-forming products and the kind of products that people can't put down. It is a #1 best seller on Amazon and a quick page turner.

<http://amzn.to/1Y0Jn3N>



Drucker Forum

Registration for the next Global Peter Drucker Forum has opened. Judging from the previous one, it is the "Davos of management" and one of the leading management congresses in Europe. This year's theme is "The Entrepreneurial Society. Moving Beyond a Society of Employees".

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

Mini article

A group of companies that includes Uber, Google, Ford, Volvo etc. formed an advocacy coalition for self-driving cars in order to "realize the safety and societal benefits of self-driving vehicles".

<http://bloom.bg/1SMKKEW>

Logo Evolution

Rebranding is rarely about revolution. It is more about evolution or discovering the core of the brand. Sometimes it can even be a small and subtle change in design.

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

WWF Goes Viral

This is a story of how one NGO received more online donations in two weeks than they would normally receive in one year. Part of it can remind us the basics of accessing the viral spiral.

<http://bit.ly/1rqk54y>

Both/And Leadership

How can leaders purposefully and confidently embrace the paradoxes they confront? What are the intricacies of a balance oriented both/and leadership? Have a look at this new Harvard Business Review article.

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

Apple and Health

Apple's way of associating itself with 'health' has gained momentum thanks to the continuous production and advancement of health-related apps. The brand is in the position to associate itself with the health industry because unlike other computer brands it still doesn't catch virus, (only few kinds of bugs and that's all). This stance shows how much the brand cares about 'hygiene' and the system's 'health' in general.

<http://bit.ly/1QK2Q2F>