

INSIGHTS

Branding | Strategy | Communications

Apps

Apple News

Previously, the publishing tools of this app were only available to Apple's big partners as NY Times, Conde Nast etc. Now, any content creator approved by Apple will be able to sign up and monetize their content.

apple.com/news/

Books

Superbosses

by Sydney Finkelstein

If you study the top fifty leaders in any field, as many as one-third will have once worked for a superboss. Finkelstein elaborates on the leaders that create leaders as co-creators rather than followers.

<http://amzn.to/21BGQgK>



School Archetype

The school archetype cannot be claimed or taken by any single brand but it can be taken by an industry. The only industry that can claim that territory today would be the high luxury industry.

<http://bit.ly/25d3nFm>

Mini article

Instagram is going to show users older photos they might have missed before new ones in a major change to its feed. There is growing criticism on focusing too much on popular posts. There are hashtags as #RIPinstagram referring to turning to a newsfeed as the one on Facebook.

<http://bit.ly/22ihV7D>

One Word

The search for more powerful name-words that are condensed with meaning continues. What is the one single word that drives our habits? Harvard University Prof. Ellen Langer reveals the word after her study.

<http://bit.ly/1UdJF9e>

World's Tycoons

Meet the wealthiest business magnates and industrialists of the world. Forbes' Global Billionaires List 2016 is out. It is a good idea to go over the changes in the list, the choices, lifestyle interests and direction of investments the world's tycoons make.

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

Snapchat

Despite the temporary buzz in media about few luxury brands praising Snapchat, most luxury brands are still selective about digital strategies. Even if the luxury brands join the wagon they would do it much later in a fully prepared way to have it right the first time. As Thomas Serrano, President of HavasLuxe explains: "Luxury brands say: What can I do in eight seconds? My story and my brand is much more complex than that."

<http://bit.ly/1M2IhTM>

The Radical Transparency Era

Sourcemap is the first platform for supply chain transparency. Leo Bonanni, founder and CEO of Sourcemap, with clients from sectors ranging from pharma to electronics, recently remarked to Al Jazeera that "there are no remaining technical barriers to supply chain traceability." Soon we'll be able to scan any product on a store shelf and be connected with the people who made it.

<http://on.thestar.com/1Qjyk2O>

