

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Lyft

This is a competitor of Uber that provides a first-of-its-kind \$1M liability insurance for total peace of mind. Customers can also split the tab with their friends easily.

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

Books

Stone Age Economics
by Marshall Sahlins

The book examines notions of production, distribution and exchange in early communities. It looks closer at the link between economics and cultural and social factors.

<http://amzn.to/2gsg0eV>



Global Agendas

WEF has been playing an important role changing the perception of public-private cooperation and empowering society's public participation in transforming global agendas. Such forums help the world stay on track by focusing on the long-term and the lateral picture of humanity rather than the short-term situations.

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

Mini article

The new update of Periscope will let you broadcast directly to your biggest fans with better targeting.

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

Brand Positioning

When we forget the definitions and the semiotics of notions we tend to forget their original purpose. This article reminds the managers and leaders behind brands the definition of brand positioning in a summarized way.

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

Law of Purpose

At the Law Firm Marketing Summit 2016, Simon Bailey, consultant and brand specialist, spoke about how the law firms that will prosper in the future will be those that exhibit three characteristics: they will put purpose before profit, they will offer a distinctive service and they will build a culture to sustain this distinctiveness.

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

Future of Marketing

Dominique Turpin, President at IMD, wrote about the trends and tendencies that will affect the future of marketing. These are just some of the trends that could be happening in marketing over the next few years. It's important to keep in mind that there will also be other macro and micro tendencies as well.

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

World's AI Talent

Global giant corporations are after the world's AI talent. As it said in the article: "The cost of acquiring a top AI researcher is comparable to the cost of acquiring an NFL quarterback." The talent pool in this area is a shrinking one but the forward-thinking companies that invest in this direction are establishing their advantage.

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