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## NLP & AI

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Google capitalizes on the AI and NLP bridge with its algorithms, organizing, ranking, and consolidating results based on the few words used for searching. There is still a long road for Facebook to achieve what Google has achieved in this area.

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

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## Influencer Profiling

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According to John Rampton states influencer marketing has become a powerful strategy for brands who want to reach their audience in a non-pushy, non-promotional way. It is also important for us to always remember how delicate the process of influencer profiling is in PR.

<http://on.mash.to/2bt3qle>

# PR for Place Branding

Place branding is gaining momentum in an unprecedented way. Events, experiences, visual and verbal identity - all of these are important parts of the equation. In an era of digital and cultural diplomacy, the management along with the micromanagement of a place's perception and essence for both insiders and outsiders are becoming vital for growth.

<http://bit.ly/2bde8BF>

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## Meaningful Internetwork

As Tom Cohen from Berggruen Institute puts it "few online communities seek to create meaningful conversation and share ideas in a rational and dialectical manner." There is a growing demand for authors and content developers who can produce meaningful, original, and sincere content. From the brand management standpoint decent quality text continues to outperform low quality hypertext in the long term.

<http://huff.to/2aG7nIi>