

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Good Mornings

The iPhone already has an alarm app which is used almost everyday so then isn't it time to take it to the next level and make an advanced alarm app with the necessary health-related features?

<http://apple.co/1MS6wVI>

Books

The Technology of the Dreamer by Elio D'Anna

A truly Italian unconventional instrument for entrepreneurs to expand the thinking, this book will give the readers an additional layer of reality.

<http://bit.ly/1MS70Lf>



Purpose & Meaning

Elevate courage and culture within to make your personal or corporate purpose thrive. Sustainability, innovation, branding and leadership will be approached from the more Purpose driven angle this year in California.

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

Mini article

The counterfeit trade is booming with nearly half a trillion dollars in fake good sold each year, according to a new report. Swiss brands are among the top 5 of most counterfeited in the world.

<http://ind.pn/1WcFxW8>

Best Swiss Brands

Interbrand has just released the new *Best Swiss Brands 2016* study. The top brands are predominantly luxury brands. Among the luxury watch brands Audemars Piguet shows double digit growth, with an 11% increase in brand value.

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

The Global Teslarati

"We have an idea for something which is not exactly a bus but would solve the density problem for inner city situations," - said Elon Musk at a conference in Oslo on the future of transportation. He was hinting at a magic bus "that'll actually take people to their final destination and not just the bus stop."

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

Neuro Wine

A South African team of neuromarketers and neuroscientists announced the launch of the world's first ever 'NeuroWine'. The craft wine was developed by taking the tools and technologies that are traditionally used in neuroscience and applying them to the art of the wine-making process.

<http://bit.ly/23U668y>

Intercontinental Data Flow

According to a McKinsey report, data flows accounted for an estimated US\$2.8 trillion of the gain in world GDP, exerting a larger impact than global goods trade. This emphasizes the role of soft-power and cultural capital in globalization. The upcoming challenge, then, will be to increase the quality of connections, more or less, proportionately to the quantity of connections that are increasing rapidly.

You are your connections.

<http://bit.ly/iMSaaPd>

