

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Infographics Design

Infographics Design is a new app that isn't perfect yet but the over 50 ready-made designs help creating simple charts and visualizations quickly.

<http://apple.co/2a2hZ3T>

Books

The Seventh Sense

by J.C. Ramo

Based on years of advising generals, CEOs, and politicians, the author of this new #1 Bestseller takes us into the opaque heart of our world's rapidly connected systems and teaches us what the victors of this age know.

<http://amzn.to/2a1Pe6b>



Digitalism in PR

Jacqueline Qin reminds us the important questions in her article: In this digital era, what direction should public relations develop? Who tops the PR sector in the digital age? Given the backdrop of increased digitalisation [and digitalism], is Public Relations currently experiencing a “revolution” or an “evolution”?

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

Mini article

The quest for storage devices that pack more information into a smaller space has reached a new limit, with memory that writes information atom-by-atom.

<http://bbc.in/2a6bwGu>

Biztagram

There is still a large amount of small business owners who don't see Instagram as a useful tool. As stated in the article, the primary objective of this instrument must be to build a loyal brand following.

<http://for.tn/29XgTEI>

Perfume ads

Due to lack of psychographics in the perfume industry, the majority of the marketing and advertising spending is done in non-targeted or vaguely targeted ways. Such investments can be interpreted as nothing more than shots in the dark. Perfume advertising is becoming indistinguishable from bazaars in its style.

<http://bloom.bg/2a7KYSx>

PR + Contentology

Why public relations and content marketing are part of the same revolution? What's the difference between a good content marketing campaign and a solid public relations effort? Diane Bégin unpacks content-ology.

<http://bit.ly/2a7Jhog>

Blending Tech with Product Placement

The global and silent industry of product placement is headed towards a curious direction. The more subtle the strategies become and the more technology advances, the field of product placement begins to evolve in the ways that aren't discussed by most thinkers within the marketing world. This article is only a small sign of an aspect of this ongoing process.

<http://bit.ly/28LVxd4>