

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Shapr

This is a networking app that brings you a personalized search for people to meet within your professional field. It is in many ways like a Tinder version of LinkedIn.

<http://apple.co/2cDs8qd>

Books

Oversubscribed by Daniel Priestley

This book is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money. Instead of struggling to find more customers, you let them fight over you.

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



Enrichment by Purpose

Sir Eric Peacock, serial entrepreneur and philanthropist, explains the role of values in his professional journey. What's beyond values is Purpose. It enriches and empowers all stakeholders by revealing what they are really capable of. It is key for real growth.

<http://bit.ly/2d1zliT>

Mini article

Accenture files patent for a technique for blockchain editing. It is different from Bitcoin as it isn't decentralized.

<http://read.bi/2dkpIE5>

Snapchat Glasses

Snapchat unveiled its first hardware product - sunglasses called Spectacles. They're connected sunglasses that record 10-second video snippets that get saved to your Snapchat. This will eliminate the step of taking out the phone from your pocket to take a 'snap'.

<http://bit.ly/2dsf6NY>

Co-Working Spaces

As S. Kessler puts it, WeWork, a company that offers shared, flexible-lease offices in 113 locations in 33 countries, has achieved a position in the "coworking" world similar to that of Starbucks in the coffee world. Soho House joined the co-working spaces industry too with the name SohoWorks.

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

Raison d'être of PR

This article reminds us the forgotten side of PR. The meaningful role it is capable of playing needs to be remembered. The challenge of proving the real value of public relations today can be overcome by looking closer at the very original raison d'être of PR in a more frequent manner.

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

Long-Term Value Creation

According to Sir Win Bischoff, the chairman of the Financial Reporting Council, trustworthy information isn't enough anymore. Today trustworthy behaviour in a company is equally as important. Growth in accordance with long-term value is strongly related to culture par excellence. The increasing need for improved internal culture of corporations in creating long-term value cannot overstated.

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