

INSIGHTS

Branding | Strategy | Communications

Apps

Curator

The creative class can collect, organise and present ideas with this catalogue, portfolio and presentation app. It's great in a one-to-one meeting with a client and works on a projector in front of an audience.

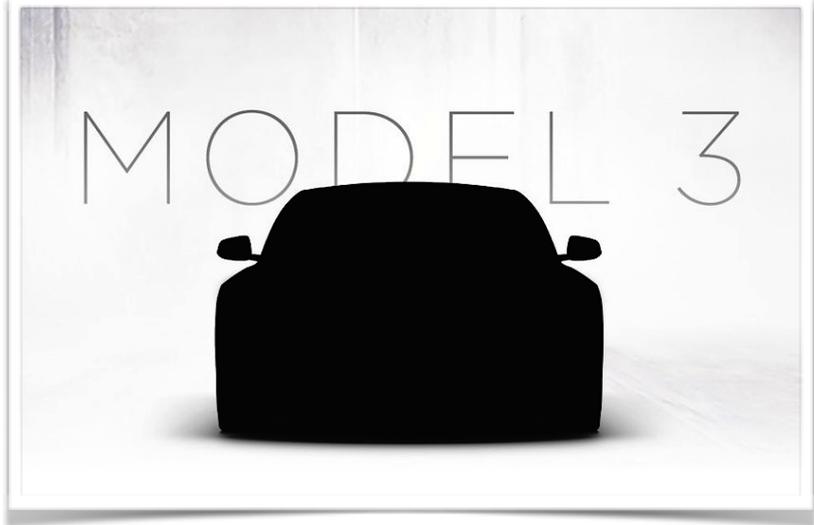
<http://apple.co/22R3tAm>

Books

From Silk to Silicon
by Jeffrey E. Garten

Garten uses an interesting approach for looking at globalization. Instead of looking at the turning points only, he looks at the sources of those turning points - the extraordinary individuals.

<http://amzn.to/1pR82N9>



Legacy of Nikola Tesla

The new long awaited Model 3 will be unveiled at Tesla Motors' Design Studio in Hawthorne, California, on March 31. According to 2015 data, Tesla dominates large luxury cars in US. Will the new model take over the middle class segment?

<http://bloom.bg/25itToc>

Mini article

What are some of the beneficial lessons the modern business strategists need to learn from the famed nineteenth-century military strategist Carl von Clausewitz?

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

Framing

The term 'frame dependence' means that the way people behave depends on the way that their decision problems are framed. The semiological power of frames cannot be overstated.

<http://bit.ly/1WS3FMi>

Future Magnates

Will the world always have same types of business magnates or will there be new kinds? Will there be more tycoons that do the same thing they were doing in the past or will there be more of the ones that help the world open new doors in the future?

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

Made In Space

A start-up called *Made In Space* created a 3D printer to send to space. Customers on Earth will be able to purchase products from about \$6,000 to \$30,000 per print and the astronauts will print the items at the ISS for them.

<http://entm.ag/1Uv8j5h>

Electric Cars Industry

In 2014 Elon Musk released the patents related to electric cars to 'good faith' use. This was a strategic and a forward thinking move to help expand the electric cars industry. It will encourage start ups and big non-auto companies to join. If an officially published UK government document is to be believed, Dyson, the vacuum cleaner brand, could be adding an electric car its product range.

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