

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Business Dictionary

This is a free glossary with over 30,000 business, investing, and marketing definitions. 'Professionals' forget the richness of the business language. This app is a good companion when it comes to remembering the terminology and jargon of commerce.

<https://appsto.re/tr/kURqS.i>

Books

In Praise of Slow by Carl Honore

Almost everyone complains about the hectic pace of their lives. These days, our culture teaches that faster is better. Carl Honoré uncovers a movement that challenges this cult of speed.

<http://amzn.to/2gAT8qT>



PR in a Post-Factual World

What is the role of PR in a post-factual world? Is the value of facts decreasing because of PR agents or because of the public? Is the post-factual world PR some form of post-modernist PR? Robert Wynne tackles the misconceptions about public relations.

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

Mini article

Facebook, that's been banned in China for 7 years, is developing a new censorship tool to re-enter the Chinese market the 2nd largest economy in the world.

<http://nyti.ms/2gjIAfJ>

Data Analytics

As stated in the article “data points are hard to find, and, certainly, not all data points are equal. But it’s the data points that help meet your specific purpose that have the most value.” Making data analytics work for you instead of the other way around is key. Tech’s original purpose was to serve as a means rather than to become an end.

<http://bit.ly/2d5jT8g>

Luxury Talent

Switzerland is in the big four of top luxury creators. But this is thanks to its achievements in the past. The present state is facing a shortage of talent just like in other big three luxury creator countries. In order to overcome this issue the Swiss, French, Italian and British business leaders need to import new talent as golden seeds for the future garden of luxury.

<http://bit.ly/2fHv3jk>

Humanizing Ed-Tech

Ed-tech and distance learning are the two vital directions the world is taking. Increasing the quality of the two and humanizing are going to be in focus for the next several years. These are the areas that are of particular interest to the global-minded impact investors as so far the developments and advancements here have been very successful.

<http://bit.ly/2g9IwRA>

BE - Behavioral Economics

Prof. Philip Kotler wrote in his article why behavioral economics is really marketing science. There are still economists in this day and age who are behind enough to accept that conventional economics has the monopoly. But neither should behavioral economics be the monopoly in thinking. It is the combination of humanities, social sciences or in one word ‘psychographics’ that needs to be the synonym for marketing science today and in the future.

<http://bit.ly/2gmS21q>