

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Google Arts & Culture*

This app allows to explore artworks, artifacts and more from over 1000 museums, archives, and other organizations worldwide that have partnered with Google Cultural Institute to bring their collections and stories online.

<http://apple.co/2bll0aY>

## Books

### *Pre-Suasion* by Dr. Robert Cialdini

In his new book Dr. Robert Cialdini shines a light on effective persuasion and reveals that the secret doesn't lie in the message itself, but in the key moment before that message is delivered.

<http://amzn.to/2bAn6Jy>



## Brand Guardianship

Brands need to begin measuring their progress with qualitative performance indicators or QPIs. Prior to this brand managers are required to have a strong sense of brand guardianship. One side of this process is explored by A. Vesey in his new article.

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

### *Mini article*

Twitter announced a new button that lets you accept direct messages from your own website.

<http://tcrn.ch/2bArczW>

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## Self-Driving Taxis

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The world's first self-driving taxis began picking up passengers in Singapore few days ago. As mentioned in the news article, for now, the taxis only run in a 2.5-square-mile business and pick-ups and drop-offs are limited to specified locations.

<http://bayareane.ws/2bFoY5h>

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## Japan's Fin-tech

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Japan's fin-tech push starts to bear fruit. It is interesting to observe a nation, famous for its progressivist attitude towards technological developments, taking steps in the fin-tech field.

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

## Wider World Web

This year is the 25th birthday of the world wide web. Sir Tim Berners Lee who is the inventor of the web that is getting wider in a faster way than before says we should choose the web we want so that we are in a world we want.

<http://bit.ly/2c3TqIF>

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## Thinkers of the Business World

Being in the beginning of the millennia of think tanks means that there won't necessarily be demand for a larger number of business thinkers but the demand for higher quality business thinkers will start growing in the near future. The question is what makes for a top business thought leader in today's over-communicating world ?

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