

# INSIGHTS

Branding | Strategy | Communications

## Apps

*Glassdoor*

Job reviews are becoming more and more important especially for the upcoming Generation Z. Apps like *Glassdoor* are fueling the transparency movement triggered by the new media technologies which reveal more about the inner workings of companies than before.

<http://apple.co/1OFJqeg>

## Books

*Originals*

by Adam Grant

*Originals* takes a different angle about creatives, freethinkers and radicals by explaining how they actually play by the book rather than go completely against the conventional reality.

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



## PR - Powerful Relations

American-style PR can blur the line between reality and creativity. The PR is so real and the reality is so PR that one starts to question which one is which. Here is an example of the prolific *House of Cards*' strategic PR. Such dimensions of PR are accessible only if the work isn't mere cheap entertainment.

<http://on.fb.me/1KV9xmU>

### *Mini article*

The media and marketing industries will be affected by the new move of Google. The global search engine will now favor pages that use its fast-loading tech.

<http://bit.ly/1L0rrwz>

---

## Paul Polman's tweet

---

What is the one language that the millennial generation speaks? What is the name of that language? Paul Polman, CEO of Unilever, provides the answer.

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

---

## Evolution of the Office Desk

---

Some videos speak more than words do. This video was shown during the WEF 2016. It summarizes the way we have come thus far and provides the simple and fundamental definition of digitalization.

<http://bit.ly/1H0yvZp>

# Overdocumentation

Qvis Ervdiet Withovt Docvmenta - Without Documentation, All Would Be Lost. The new media order democratized documentation but, unfortunately, the large majority of active users abuse it and ignore the hierarchy of priorities in documentation. The effect of this on the audience is worth taking into consideration.

<http://bit.ly/1n8sAi6>

---

## From NASA to Commerce

Many of the technologies that we use today were once the advanced technological tools of top spies and secret service agents. Other technologies were built for the inner operations of NASA. The pattern is that sooner or later some of these hi-tech innovations become democratized and seamlessly wave themselves into the fabric of daily life.

<http://bit.ly/iRYXtSO>