

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Instaview

This simple app displays the list of users who likes you most, based on interactions which other people have had with your Instagram account, such as likes, comments, photos tagged you, following and messaging.

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

Books

Immutable Laws of Branding by Al Ries & Laura Ries

Times may change rapidly but there are certain immutable laws of brand management that either change too slowly or don't change at all. This is a good read for all comms pros.

<http://amzn.to/2dUmUc2>



Visual PR

There are contexts and mediums which are overloaded with visuals while at the same time there are other mediums and contexts which have lacked visuals for a long time. The article mentions an interesting case by a company called HigherGlyphics that did a large visual project *for and in* public space.

<http://bit.ly/2e4Ipsc>

Mini article

Bain&Co. released the new report of the global luxury market. The luxury market holds steady amid uncertainty. Some of the highlights of the report are listed in this mini article.

<http://bit.ly/2eFC6YE>

Apple's Services

Apple shifts focus to apps and services. Sales of Apple's flagship devices are stalling as the smartphone market reaches saturation. The brand will need a Renaissance in the soft space to shift consumers' focus too from goods to the services aspect of the brand.

<http://bit.ly/2f3xmLY>

Digital Currency in Switzerland

Switzerland's national rail service (SBB) plans to start selling the digital currency Bitcoin at stations next month. It will be a two-year pilot project to see what is the place bitcoin has for society quite apart from the perception and conversation about bitcoin that frequently appears in the media.

<http://bbc.in/2dZW8Ky>

Meaningful Tech

Technology can and should be used for meaningful projects and innovations. It is different from using technology for technology. Rare books that are centuries old are often too delicate for museums to open, read, or explore without causing damage. This MIT camera can read books even when they're closed. Without a past, there is no future.

<http://bit.ly/2edJ5so>

Motives and Investments

It is striking how a large number of 'professionals' are still working with stereotypical market-based motives instead of real motivations. As mentioned in the article the purpose motive breaks the bad habit of following the mass markets. Aligning investment with inner motives is one of the most important components of Impact Investing.

<http://nyti.ms/2f2o4hO>