

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

App Maker

Although it is a browser-based app that isn't for phones it can be a useful tool for creating intranet apps within SMEs. It is low-code developer tool for building custom enterprise applications.

<http://bit.ly/2g1wfln>

Books

The 100-Year Life

Prof. L. Gratton & Prof. A.Scott

Many of us have been raised on the notion of a three-stage approach to our working lives: education, followed by work and then retirement. But this pathway is already beginning to collapse as life expectancy is rising.

<http://amzn.to/2gSEYB3>



Sony's Contact Lenses

It's been years that some of the large technology giants have been doing latent R&D on the micro or even nano cameras. Human beings of the future will be able to witness and record with a blink of an eye. This technology will impact the snapchatization of social media like never before.

<http://bit.ly/1Z4jSPe>

Mini article

M.Kapko from CIO: LinkedIn is set to launch a feature within its main feed that will give you more curated information and opinion on topics relevant to your profession.

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

Charging Network

German high-end automotive brands BMW, Audi and Porsche are working together to build a high-powered charging network in Europe. Construction will begin in 2017 at a projected 400 locations throughout Europe and the network will be ready by 2020.

<http://bit.ly/2gam3TX>

Edelman on Blockchain

The recent Edelman seminar provides answers but, more importantly, inspires smart questions about Blockchain technology. Attendees of the seminar explored the implications of Blockchain for financial services and, more specifically, financial communicators.

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

Experientialism

The auction house Sotheby's partnered with IfOnly to auction off memories of a lifetime by presenting more than 25 adventures with experts in the fields of entertainment, gastronomy, and the arts. High psychographics were at play prior to implementing this trajectory. Experientialism is the new existentialism.

<http://bit.ly/2gU5x8e>

Skills Gap in Social Media PR

There seems to be an enormous and an increasing amount of companies "doing" PR in digital and social media but those who do it in a skilled way are still a very small minority. As Francis Ingham puts it: "our industry needs a flexible, learn-while-you-work, way to build skills, or it won't succeed. Our training offering must be dynamic and flexible to equip PR professionals with the right skills in a convenient manner."

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