

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Magisto

Magisto will create a professional looking video story from as little as a few photos or a video. It is the simple video editor and movie maker with over 80 mln users worldwide and it was awarded 'Best App' in the App Store.

<http://apple.co/2cfrA98>

Books

Understanding Media by Marshall McLuhan

The most eccentric scholar in the field of media studies released many books on the subject matter but this one is one of the key masterpieces of his that features numerous accurate predictions on media technologies.

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



Art of Living

Aston Martin opened its first lifestyle experience boutique in London's classy Mayfair district. These are the right times for making such investments for luxury brands. Such emphasis on the high lifestyle factor puts AM's psychographic strategy in action.

<http://bloom.bg/2bVZzD1>

Mini article

Instagram just announced an update to its iOS app that will let you pinch to zoom on photos or videos.

<http://bit.ly/2bJpD48>

Digital Education

Coursera began targeting executive customers by launching a new pay version of its online education platform. BCG, Axis Bank, L'Oreal are among the early customers who access it for development programs and staff training.

<http://on.ft.com/2bW1cQQ>

Millennials & Self-Branding

As David Ogilvy pointed it out if you can't even sell yourself what hope do you have of selling anything else? What do your words, actions, dress, online persona, and all interactions say about you? What can anyone living in this over-communicated world learn about personal branding from millennials?

<http://bit.ly/2bW0GST>

Respect in PR

In this new interview Grant Somerville, Consultant at Hanson Search, sits down with David Carter, Head of Practice at Ogilvy PR, to speak about his journey within the industry. Respect, he says, is that single personal attribute which has most helped him succeed in his PR career.

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

Purpose Transforms Work

This short article begins by asking the key question that holds the answer for it within itself: Why are forward-thinking companies rushing to incorporate Purpose deeply into their corporate culture? The new fascinating stats and studies show us that Purpose, with a capital P, is changing how people think about professional life and engage in work.

<http://on.inc.com/2bgd6TN>