

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Duet Display

Duet Display, developed by a team of ex-Apple engineers, allows you to use your iPad or iPhone as an extra display. An additional display can increase productivity for engineers, musicians, designers, and artists by up to 48%.

<http://apple.co/1sYU4d0>

Books

Rethinking Prestige Branding by Schaefer & Kuehlwein

With insights from interviews with 50 premium brand experts and over 100 case studies the book is an interesting read for marketing professionals, entrepreneurs and investors.

<http://amzn.to/1VFZ41W>



Narrative of PR

There are stories with a sense of reality and there are narratives with a touch of sincerity. This article is particularly impressive as it actually does what it says should be done.

<http://bit.ly/1Zp7Lg9>

Mini article

The best times to post, to tweet, to share aren't exact science because of regional differences, content style and target audience. Nevertheless, this article attempts to make sense of the matter.

<http://bit.ly/1r8zwh3>

Instagram News

Instagram will finally give businesses an official presence on its platform. Several business tools are coming to Instagram. These tools are new for Instagram but they are not so new or unfamiliar if you have been using them in other social media platforms.

<http://on.mash.to/1XuvfDh>

Content 101

If you are not a content management expert it is a good idea to introduce yourself with the basics. Nick Westergaard writes about the elements to consider for an introduction. Well written in a simple and clear Content 101 course style.

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

High-Profile PR

How do you handle a high-profile PR client? This piece summarizes the interesting questions and tips to take into account when handling a high-profile PR client like a politician, a celebrity, a public figure, a star and so forth.

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

Meaningfulness

New research offers insights into what gives work meaning — as well as into common management mistakes that can leave employees feeling that their work is meaningless. Studies have shown that meaning is so important to people that they actively go about recrafting their jobs to enhance their sense of meaningfulness. Best to ask yourself how good is your organization's MQ (Meaning Quotient) ?

<http://bit.ly/25HvOxO>