

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Signal

Many of issues on privacy are not even about privacy itself but the feeling and perception of it in real life which then affects customer behavior. Signal is an app for chatting and sharing media with complete privacy.

<http://apple.co/2f8NNse>

Books

Kaizen

by Masaaki Imai

Aligning your organization with values and maintaining a Kaizen culture Internally is of utmost importance. This is about continuous advancement by making small but key improvements in modus operandi.

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



Contrarian Thinking

“Luxury [marketing] for us is asking ‘how to create desire?’” said Bernard Arnault, CEO of LVMH in this fascinating interview. Arnault reminds us the fundamentals of luxury brand strategies and the way the economics of the business is analyzed. Here, the economic analysis is very different from the mainstream and online media’s stereotypical commentary on luxury.

<http://bit.ly/2eEqK7Q>

Mini article

Founders’ mentality consists of 3 main traits: a sense of insurgent mission, an obsession with the front line and an owner’s mindset. Bain&Co. reveals the numbers.

<http://bit.ly/2f8K9ys>

Uber & AirBnb

'The Information' raised an interesting question: 'Why has Uber staved off regulation more successfully than Airbnb?' The article says 'populism' but it is the wrong answer. The answer is 'local relationship management'. It is matter of Powerful Relations.

<http://bit.ly/2eNE2wu>

Brand Value

This article written by the branding expert David Aaker elaborates on Brand Equity and Brand Value. In an age where business strategy is often confused with brand strategy, it is better to review the real branding thinking and its relationship with business management strategies. In this piece Aaker concludes by quoting Tom Peters who said 'winners will find a way to create lasting value in the customer's mind.'

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

Global Industrial Espionage

This is a fascinating HBR article about corporate espionage. Prof. Meyersson defends his research that shows investing more on industrial espionage or spying is more effective than R&D but at the same time Prof Meyersson says 'I don't recommend it, given what happened later.'

<http://bit.ly/2euQDU5>

The Invisible Bank and the Enlightened Assistant

As it is stated in 'The Financial Brand's article "according to a new report published by KPMG, "Meet Eva - Your Enlightened Virtual Assistant and the Future Face of the Invisible Bank", technologies like Apple's Siri, Amazon's Alexa or Samsung's Viv will enable an even greater shift in banks and banking by 2030."

<http://bit.ly/2f2wY3A>