

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Curiosity*

This app can be described as the StumbleUpon of interesting facts. Similar to the way one changes channels on TV as opposed to doing a search on the web Curiosity provides relevant encyclopedic-style information in accordance with what topics are chosen by the user.

<https://apple.co/2uTdu9u>

## Books

### *Pathways to Bliss* by Joseph Campbell

One of the basic functions of myth is to help each individual through the journey of life, providing a sort of travel guide or map to reach fulfillment. In this book Joseph Campbell examines the ways in which world's myths shape and enrich our lives.

<https://amzn.to/2uSHUZH>



## Societal Response-ability

The word responsibility is rooted in the word 'response' and societal responsibility is the ability to read and respond to the deeper authentic needs that may, at times, be unspoken. From the standpoint of behavioral economics, social responsibility investments are more effective when they are not publicized too much. In this article authors speak of one of the right ways of publicizing social responsibility efforts.

<https://bit.ly/2JkLC6o>

### *Mini article*

This mini article is about how CEOs can score when they connect with fellow alumni on LinkedIn.

<https://bit.ly/2HhHZbN>

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## New Industries for Blockchain

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The world is unraveling new use cases for blockchain technology each day. In this article, a blockchain investor and co-founder of Coin Clear Steven Buchko writes about how blockchain technology is entering the over \$50 billion online gaming market.

<https://bit.ly/2HicXQR>

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## Learning from Boutique Brands

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How can big businesses capture some of the personal touches of small businesses? It is necessary to look at brands like Zappos who have been learning some of the key communication techniques from boutique brands and then implementing within and without their large organizations.

<https://bit.ly/2HhDuOv>

## Techniques of PR

According Al Ries, in the past, almost every new brand was launched with a big advertising campaign. In today's media environment, that's not a good idea. Advertising is expensive and not very credible, especially when used on behalf of a new brand. That's why many of the most successful new brands were launched with PR.

<https://bit.ly/2GGmznt>

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## Actual Branding

What does brand management in the "new normal" look like? Brand strategist Sasha Strauss sums it up: "We want to wake up every morning and realize we are not capitalist pigs." Getting inspiration from, observing and learning from meaningful luxury or various meta-luxury brand management strategies can be the root solution since it is the antidote to commoditization, mainstream, seasonal or populist communication and mass marketing.

<https://on.inc.com/2Gklyau>