

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Enlight Pixalooop

Using this app one can choose to animate one or several elements of a photograph, directing the audiences' eyes to any component of the photo brought to life with movement.

<https://apple.co/2P8a504>

Books

Reputation Management by J. Doorley & H. Garcia

This book is a how-to guide for students and professionals, as well as CEOs and other business leaders and it explains ways of managing reputation via public relations and corporate communication.

<http://a.co/d/9fS5Ff2>



Perceiving Reality

As Rory Sutherland from Ogilvy UK put it: “let us not fetishize reality too much.” Knowing in-depth the keys to perception management and how we perceive reality is an imperative. This article provides useful advice about this however it definitely depends on the segments a brand addresses. For instance, in the case of meta-luxury brand management, the objective reality has to do with not only what’s real and perceived but also with what’s true.

<https://bit.ly/2D9Otu5>

Mini article

Inside out transparency? Even GCHQ joins Instagram to give public 'glimpse behind the scenes' of top-secret agency.

<https://bit.ly/2qoepd4>

Best -Performing CEOs of 2018

HBR has recently released the 2018 list of Best-performing CEOs in the world. It is not surprising that two of the top five best performing CEOs in the world are from the luxury industry. According to HBR, in turbulent times, steadiness and stability can be significant virtues. These qualities are evident in the 100 men and women who've achieved a spot in this ranking.

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

Interview with John Chambers

This is an interesting interview with John Chambers, former CEO of Cisco Systems, about how success for start ups too depends on a cultivating a strong internal culture and on connecting the dots or components for good leadership.

<https://bit.ly/2F0unnR>

Making Goals Meaningful

The practice of goal-setting often falls short if it is not aligned with an overarching purpose. As Brett Steenbarger wrote “Why is it that we can be so sincere and motivated in formulating goals and so bad at sustaining their pursuit? Research in psychology suggests two important factors at work: turning goals into habits and making goals meaningful.”

<https://bit.ly/2yPBPn7>

Segmentation is Multifaceted

Customer segmentation is not just a revenue tool, but also a way to achieve excellence in execution. Sophisticated segmentation is one of the most beneficial and least understood instruments in industries of strategic communications, brand management and PR. It's important to remember that the notion of segmentation itself needs to be segmented as well since it has a very multifaceted nature with several meanings and functions. In the words of Prof. Philip Kotler: “There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.”

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