

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Audible

Audible is an Amazon company that works with a membership system. Being rated five stars by hundreds of thousands of people, the app has the world's largest selection of audiobooks, audio shows, and original series.

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

Books

Obliquity

by John Kay

This book tells how to achieve objectives through a gradual process of risk taking and discovery. The author traces this indirect and seemingly counterintuitive path to success as it manifests itself in nearly every aspect of life, including business, politics, sports, and more.

<http://a.co/geSyiUX>



Beyond Digits

As Rory Sutherland, Vice-Chairman of Ogilvy UK puts it: “A lot of incredibly important information particularly to do with attitudes, hearts and minds doesn’t have a mathematical measure attached to it.” In marketing, HR and R&D such processes as optimisation, quantification and efficiency by themselves are more insufficient today than ever.

<https://youtu.be/ZtCG-Jo51d4>

Mini article

Research finds 52 times more online anti-ad blocking than previously thought.

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

Target When

Many of the findings on the science of timing are of interest to many marketers around the globe. One important question about timing is related to the targeting strategies because often much attention is paid on 'target who' and less on 'target when' which isn't a trivial part of the equation.

<http://bit.ly/2CbULV4>

UHNWI's Passions Study

Here is an interesting new report that can give partial clues about the lifestyles and attitudes of the various segments of luxury clientele around the world. The key findings summary from the UHNW Interests, Passions & Hobbies Study is particularly worthy of attention as it does include, in some ways, the expressions of deep culture codes.

<http://bit.ly/2G6jkoz>

The Future of Humanomics

In a paper published by MIT Sloan Management Review with the results of a global study of more than 1,000 large companies that are using or testing AI and machine learning, it was found that the emergence of new roles and categories of jobs that are uniquely human is clear. This is only one of the dimensions of the matter tied with brand culture as the workplaces of the future will be way more human, not less.

<http://bit.ly/2EW1yFc>

'Framing Mark'

Perhaps, for the sake of comprehensiveness, it is sometimes better to invent a new notion. How about replacing 'the question mark' with 'the framing mark'? What is the right question to ask to find out the right question to ask? Is there a way to get it right in the first place and ask the original question in such a way that it is solved without the necessity of a chain of solutions? Is management better when it is framed as a problem-solving practice or as a tasks practice? It's best to keep in mind that a well articulated question can contain the elite of the durable and mature responses inside itself.

<http://bit.ly/2Ehxo3M>