

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Negotiation Planner

This handy app is designed to improve negotiation results through effective planning. It includes links to videos from an online course offered by the University of Michigan, "Successful Negotiation: Essential Strategies and Skills.

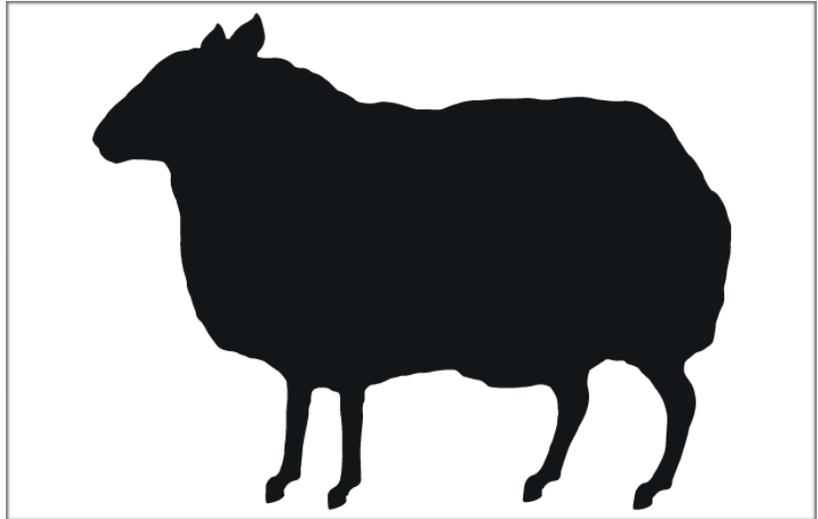
<http://apple.co/2q9L6IB>

Books

Damn Good Advice by George Lois

This book is a look into the mind of one of America's most legendary creative thinkers, George Lois. Offering lessons, practical advice, facts, anecdotes and inspiration, this book is a timeless creative bible.

<http://amzn.to/2rrgaZ8>



“Build a Brand!”

The clear advice that Sir John Hegarty, co-founder of BBH, gives to start ups is “don’t start a business, build a brand”. He is known among ad people for his sophisticated thinking and being ahead of time. When he speaks, instead of merely ‘listing’ buzzwords he chooses to enlighten listeners about the matter at hand.

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

Mini article

This Forbes article by S. Kloefkorn, CEO of KEO Marketing, is about the trends to watch in programmatic advertising. (note: open link via Google Chrome)

<http://bit.ly/2q6L9Wf>

Laws on Autonomous Vehicles

The German creative class' campaign of turning Berlin into the next Silicon Valley continues working its works. Germany's upper house of parliament approved a law permitting autonomous vehicles on German roads.

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

Increasing PR Spending

It is stated in this new article of AdWeek that marketers plan to increase both internal staffing and overall spending on public relations over the next five years, according to a new report conducted by the Association of National Advertisers (ANA) and the USC Center for Public Relations at the Annenberg School for Communication and Journalism.

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

Google Lens

More and more people are speaking about how promising Google Lens is. Google Lens is seen as one of the key ways for the global search giant to expand on its original purpose statement: "to organize the world's information". It is viewed by many as one of the devices of the future.

<http://engt.co/2q1qRBF>

Interview with the CEO of Ogilvy

This is an interesting interview about the heritage of David Ogilvy, the King of Madison Ave. Even though not all of Seifert's points are agreeable, he is right with defending holistic brand leadership: "I wanted the brand thinking involved in the dialogue but I couldn't get the clients to buy in that way because they kept separating things. When the CEO became the brand steward, it started to shift. Now the most progressive companies recognize they're inseparable."

<http://bit.ly/2q8uhi8>