

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Momondo

Momondo is for searching and comparing billions of flight and hotel prices all over the world. This month Momondo was selected as the best flight comparison website offering the lowest rates.

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

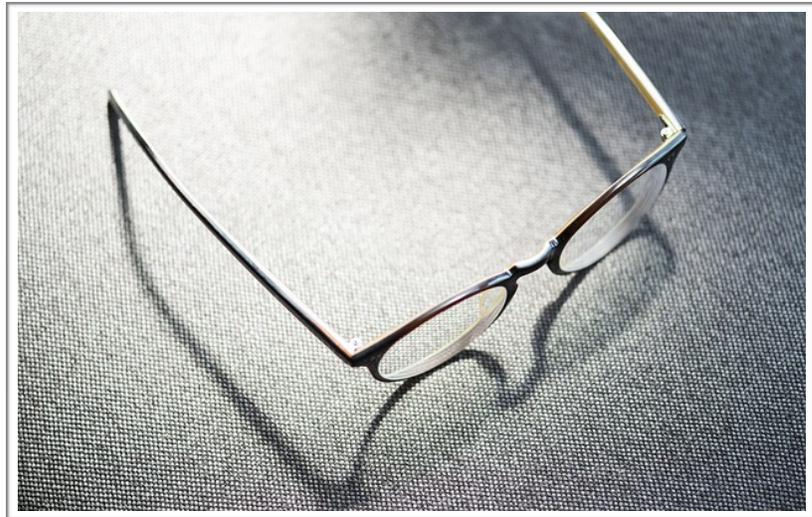
Books

Why We Buy

by Paco Underhill

Underhill wrote on the ever-evolving consumer culture and important lessons from the cutting edge of retail such as Internet behemoths Amazon and iTunes as well as the globalization of retail in the world's emerging markets.

<http://a.co/d/3JDiULP>



Expertise First. Influence Second.

Those PR professionals that are aware how influence should be a by-product of expertise and not the foundation for it are the ones who make the real lasting impact. The influencers need to prioritize expertise.

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

Mini article

Here is an interesting read about how TripAdvisor wants to become your new social media feed - at least for traveling.

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

Growth of Subscriptions

The subscription economy's growth is evident in various spheres. The B2B subscription revenue in Europe surpassed North America. As written in this article by 2020, over 80% of software providers will adopt subscription-based business models according to Gartner research.

<https://bit.ly/2zoSp7c>

Handling Reputation

Preparedness can mitigate risk and manage a brand's reputation. Being pro-active is always better than being reactive. Handling a brand's reputation requires thinking ahead and planning. As the enlightened polymath Benjamin Franklin said: "By failing to prepare, you are preparing to fail."

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

Supply Chains of Luxury Brands

Luxury brands are snapping up farms to control their supply chains. This is a move which hits two birds with one stone. From Hermès to Gucci, brands are using vertical integration to safeguard the supply of expensive materials by acquiring farms of Merino sheep, crocodile, alligator and python.

<https://bit.ly/2sAEXI6>

Brand Ambassadors in Academia

A growing number of teachers are using their social media savvy to help tech firms influence and brand their products in public education. This led to raising the question about the intersection of commerce and academia. Should teachers moonlight as brand ambassadors for tech firms? The answer is yes only if the communication has educational value and is not based on temporary information but on a balance of prescriptive and descriptive knowledge that endures.

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