

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

WiFi Finder

WiFi Finder is a very useful app for travelers as it lets its users type the address and find the Wi-Fi in cafes, restaurants, airports or any other places that are both close and slightly far where the user stands on the map.

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

Books

Strategy of Desire by Dr. Ernest Dichter

The author of this book pioneered the application of psychoanalytic techniques to business - in particular to the study of consumer behavior. Ideas he established were a significant influence on the practices of the advertising industry.

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



Questions in Content

The title of this article is the following question: ‘Should your content marketing strategy have more questions than answers?’ Right directions derive from accurate questioning. What is the right question to find out what the right question to ask is if the right question is the one that contains the elite of the answer(s) in itself?

<http://bit.ly/2x3yAl4>

Mini article

According to Nick Bell Snapchat is planning to move into scripted content by this end of this year.

<http://bit.ly/2voKKk6>

Quantum Teleportation

Traveling from here to there instantly will first be the whim of the elites and then will gradually become the necessity of the general population. Chinese scientists have achieved quantum teleportation between the earth and space.

<http://bit.ly/2wlkmaq7>

Naming a Firm

A firm that shares a name with its founder earns higher profits. From the brand management standpoint naming a brand its founder's name is, of course, very context dependent. A name must be the home of the object. When the name of the original creator is also the name of the brand it leads to gaining two advantages: 1) cultivation of the cult of the original creator 2) personification of brand

<http://econ.st/2vJ6hDY>

Brand Singularity

According to Mark Di Somma many companies struggle to balance the strategic need to move things forward over the longer term with the plethora of more immediate demands for response or action. Brand Singularity is hard in today's world of distractions. Brand singularity needs to be more about overcommitting than about over-devotion.

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

Building the Bank of the Future

New technologies like artificial intelligence, blockchain, the Internet of Things, open banking APIs and robotic process automation will rock the banking ecosystem down to its very core, disrupting the way people bank and the manner in which institutions deliver financial services. The largest global banks are one thing the global banking system is another. New technologies go straight for the systems.

<http://bit.ly/2uXuz1B>