

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *FlightRadar*

This app turns the iPhone or iPad into a live flight tracker and allows users see planes around the world move in real-time on a detailed map. In addition to that it gives access to arrival/departure boards of airports.

<https://apple.co/2rNl1ld>

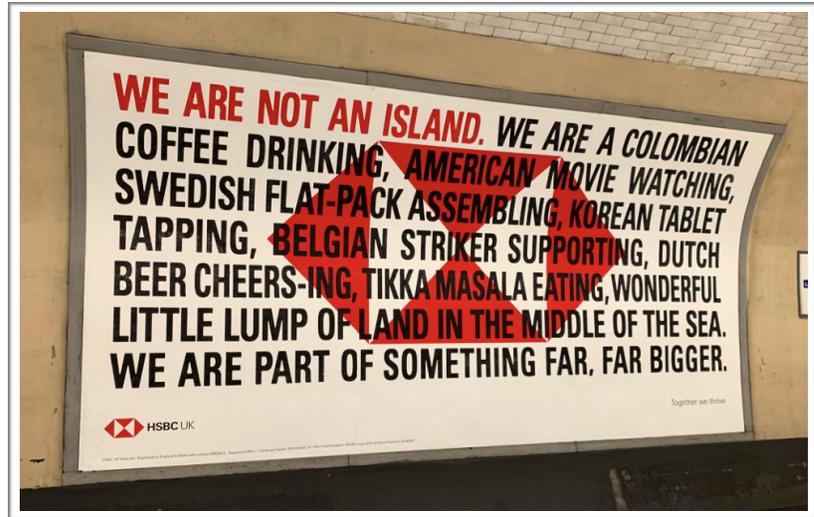
## Books

### *Primal Leadership*

by Goleman, Boyatzis, McKee

Managers across the globe continue emphasizing the necessity for emotionally intelligent leadership. This book is about leadership that is self-aware, empathic, motivating, and collaborative in a world that is ever more technologically complex.

<https://amzn.to/2spEFEL>



## Activist Move

HSBC has become the center of attention with its latest creatively activist message. Championing cultural openness and global citizenship, the brand showed that it doesn't only stand for something but it also stands against something. Regardless of whether one agrees with the point of view or not it still deserves praise for being a creative move.

<https://bit.ly/2Qkmqu9>

### *Mini article*

This mini article is about some of the companies and brands to watch in 2019 according to Bloomberg.

<https://bloom.bg/2sohF9a>

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## Becoming a CEO Academy

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According to one recent analysis, more than eight in 10 executives who are appointed to the top job came from within the organization. Internally appointed CEOs tend to stay in the role longer and often perform better than externally appointed candidates. For those reasons, internal candidates remain the preferred choice of corporate directors by a wide margin.

<https://bit.ly/2VRqy8F>

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## Outdoor Strategy

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Bigger, smarter outdoor ads mean more relevant advertising that makes us look up from our phones. Unlike many other mediums billboard communication cannot be switched and so it continues to hold almost the same power it did a hundred years. This article explores several reasons why billboards and digital outdoor ads are booming in a smartphone age.

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

## PR Disasters of 2018

[PRmoment.com](http://PRmoment.com) released the list of the worst PR disasters of 2018. PR pundits vote for what they believe to be the worst PR crises of the year, with TSB being the winner (or should that be loser?), despite Facebook getting the most mentions throughout the year. From a more global perspective however Facebook is still the loser.

<https://bit.ly/2EgRs4z>

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## Humanization

In a hyper-digital world, prioritizing humanity is a competitive advantage. As written in the article “This isn’t just about the need for more human contact. The thing is, real engagement is good for business. In fact, it can be your competitive advantage when everyone else is focusing on bots and AI.” Humanist values, humanization of technology, human-centric communication and education, prioritization of the human dimensions need stay among the priorities in order gain lasting and substantial competitive advantage.

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