

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Apple Podcasts

Apple's own Podcasts app remains one of the most useful and practical apps when it comes to uploading and browsing for free podcasts that are mostly business, education or entertainment-oriented content.

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

Books

Alchemy by Rory Sutherland

In his book based on thirty years of field work, the VP of Ogilvy UK decodes human behavior, blending scientific research, storytelling and practical case studies from his career working on campaigns for AmEx, Microsoft, and others.

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



Questions on Reputation

Chuck Saia, Deloitte, Risk and Financial Advisory CEO, wrote on how to ask questions about managing reputational and culture risk. Workplace culture risks can quickly erode an organization, diminish productivity and ultimately impact profitability. The relationship between internal culture and corporate reputation is a reciprocal one.

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

Mini article

LinkedIn now lets marketers target ads to 'Lookalike Audiences' and it also announced audience templates along with the expansion of interest targeting.

<https://bit.ly/2TNtBl7>

Uberization of Flying Taxis

Flying taxi startup Blade is helping Silicon Valley CEOs bypass traffic. As TechCrunch reports "Blade has given 200 people in San Francisco and Silicon Valley exclusive access to its mobile app, allowing them to book helicopters, private jets and even seaplanes at a moments notice for \$200 per seat, at least."

<https://tcrn.ch/2UVpnUY>

Customer Experience in Finance

Since the spheres of banking and finance are service and process oriented spheres, what is being sold to customers is intangible and experiential. Therefore measuring customer experience in financial services is clearly important. How can one measure what truly matters across the experience? How does one align a mix of functions, business units and regions behind a unified view of what matters?

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

Metaphor, Memory and Storytelling

In this podcast interview author and co-founder of Olson Zaltman, Prof. Gerald Zaltman from Harvard University shares his expertise on what makes for a great story, the power of metaphor, and how, in addition to reading, writing and having a conversation can also be tools for discovery.

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

No Creativity = No Future

Isn't it wasteful how despite the fact that there is unprecedented level of access to knowledge, ideas, data, examples, sources and resources the level of creativity in many of the relevant industries is much lower than it was in the Golden Age of advertising or during the mushrooming of subcultures (both of which were during the three post-WWII decades)? Imaginativeness, outside-of-the-box and independent thinking, creativity are key for securing the future prosperity of industries and professionals. Currently, brand management is the only diplomatic and win-win bridge there is between commerce and culture.

<https://bit.ly/2Jxvz4e>