

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

GetAbstract

The app called getAbstract rates and brings together insights from over 18,000 business, productivity and leadership books, articles and video talks summarized into 10-minute reads or listens.

<https://apple.co/2G29NSY>

Books

Building a Story Brand by Donald Miller

In his book the New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses.

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



Job Creation Strategy

In the words of Aristotle: “Where your talents and the world's needs cross, there lies your purpose.” A job creation strategy for the Fourth Industrial Revolution is critical. Machines in the workplace could lead 58 million more jobs if the right labour policies are applied. The global talent agenda needs to be put at the center as attendees of this session explain.

<https://youtu.be/5TctOcmp8Q8>

Mini article

Facebook Moments, the standalone mobile app that lets users privately share photos and videos, is shutting down.

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

Brand Partnerships

Are luxury brands making unconventional partnerships the next big thing? "Certain species need other species to survive. When you have a common understanding of luxury and heritage, it makes sense to partner [with companies] that believe the same things," - said Marek Reichman, executive vice president and chief creative officer at Aston Martin Lagonda.

<https://bit.ly/2B4ytqH>

Blockchain Conferences

Today there are several benefits of attending a Blockchain conference. Emily Woodman, a long time digital marketer, shares her insights into the key principals of choosing the right blockchain conference out of the today's myriad of events.

<https://bit.ly/2MB6EKQ>

PR vs. SEO for Web Rep

Public relations firms and SEO experts have been comparing what is better for online reputation management for many years. PR firms show better media mentions improve brand sentiment, while SEO experts claim these placements are meaningless without search visibility. So who's right? Which is better for online reputation management?

<https://bit.ly/2Go4DH4>

Investor Updates

Any investor wouldn't make an important move in business life before keeping their finger on the pulse of the industry and gathering the necessary knowledge, if not intelligence, on their aims. However, in a media environment where those who don't keep their finger on the pulse are uninformed and those who do are misinformed there is a deeper need for reliable and trust worthy sources of information. This article describes why investor updates are an opportunity to be accountable, to stay top-of-mind, and to remind investors why to back one's organization.

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