

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Musement

Musement's free new travel app helps you enjoy various experiences in 350 destinations around the world by turning one's smart phone into a local city guide for museums, events and attractions with tailored local content in 29 cities.

<https://apple.co/2Cha4jD>

Books

Cents and Sensibility

by G. Morson & M. Schapiro

In *Cents and Sensibility*, a literary critic and an economist make the case that the humanities, especially the study of literature, offer economists ways to make their models more realistic, their predictions more accurate, and their policies more effective and just.

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



Appealing to the Inner Age

In a world where some segments of consumers that are young live like old consumers and old ones live like they are young demographic data insufficient. In a world where some CEOs began to behave as start up entrepreneurs and young entrepreneurs adopt an attitude of conglomerate CEOs big data is not big enough. In this article Martin Lindstrom speaks of a psychographic dimension of segmentation and targeting, more specifically, of appealing to the inner age.

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

Mini article

Forbes Agency Council that consists of PR, media strategy and creative execs shared their tips on starting a podcast.

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

Moments from the Book Launch

A private gathering was held at Cass Business School in London to celebrate the launch of our new book GPS. It was an after-work event with select guests who were mainly the insiders of the field of brand management and high-level business class from other industries. A brief introduction of the framework was followed by Q&A (that didn't want to end) and then by networking during a cocktail.

<https://t.co/C5SYbIWKMk>

Influencers of Value

Deep influence is not about being all over the mass media. Lasting influence of value is not about the quantity of followers. Influentialism 2.0. is when value is prioritized over volume and quality over quantity. Influentialism 2.0. allows access to more focused and clear targeting along with quality content that cuts through algorithms, data clutter and overcrowded markets.

<http://ow.ly/z9LP30inPFV>

Signature Stories

One of the best ways of utilizing a strategic narrative is by looking at it through the angle of signature stories. Some of the questions that lead to the creation or discovery of a brand's signature story are: What does the brand stand for? Who are its customer targets? What organizational values or core codes provide substance and clarity to the brand?

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

Effect of 'Made in Britain'

It is a waste of investment to invest in place, nation or city branding without a thorough understanding of the role of cultural identity which is much deeper rooted than national identity. Cultural capital, culture codes, soft power, the face and the character, culture's contribution to humanity (purpose), diachronic vs. synchronic identity and so on make up some of the aspects of branding a country. In this article, the author briefly analyzes the current reputation of Brand Britain from interesting angles.

<http://bit.ly/2Cj0T5n>