

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Prezi Viewer

Prezi is a free app that lets users view and present their presentations wherever, whenever. Prezi, when used on the computer, allows one to create more interactive presentations with action and movement in the content and goes beyond the banal presentation design.

<https://apple.co/2p7Ngdd>

Books

Fish Can't See Water

by K. Hammerich & R.D. Lewis

Using extensive case studies of successful global corporations, this book explores the impact of national culture on the corporate strategy and its execution, and through this ultimately business success – or failure.

<http://a.co/3KrFNwn>



Meaning of Brands

There is still much confusion about what a brand is. Contrary to common view, not every famous company has a brand. According to Rebecca Robins, co-author of *Meta-Luxury*, “Great brands begin from within. They are sustained and continue to grow through the strength of a powerful purpose and crystal clear and common culture.”

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

Mini article

Elon Musk’s pricing strategy email to Tesla dealers can provide interesting insights to improve decisions on pricing.

<http://bit.ly/2FvdG3u>

B2B Elements of Value

It is best to make the transition from B2B and B2C to H2H (human to human) when it comes to elements of value. As written in this HBR article: "The elements of value allow managers to identify what matters most to each set of important stakeholders and how the company can stand out from the competitive pack."

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

Facebook vs. LinkedIn (or vs. Microsoft)

Is it Facebook's decision to begin challenging Microsoft's LinkedIn? Why is Facebook entering the enterprise market? What's the market opportunity? The social network expanded its job search feature and has the right tools to seize part of the industry.

<http://bit.ly/2tC2H2Q>

Net Promoter

Brand ambassadorship and endless referral systems are part of the same equation of brand culture. According to D. Darnell and R. Markey: "One of the most important lessons that Net Promoter® companies taught us was that the system's success in unlocking customer loyalty relied on its ability to inspire deep commitment from employees — harnessing their energy, enthusiasm and creativity."

<http://bit.ly/2t9vkV4>

For the Talent-First CEOs

Last time the secret of discovering and investing in the right talent was discovered Europe had a Renaissance which started in Florence, Italy. There is a strong relationship between impact investing and the global talent agenda. Diversity of talent within a company is key. Today, the word 'talent' includes the ability to develop non-ordinary competencies too. This is a different kind of diversity from the conventional one that only includes gender, ethnicity, age etc. Demographic diversity isn't enough which is why psychographic diversity is needed as well.

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