

Weekly Newsletter 205

Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals

On The REcord
IS YOUR HOME SMARTER THAN YOU ARE?
EPISODE - 02

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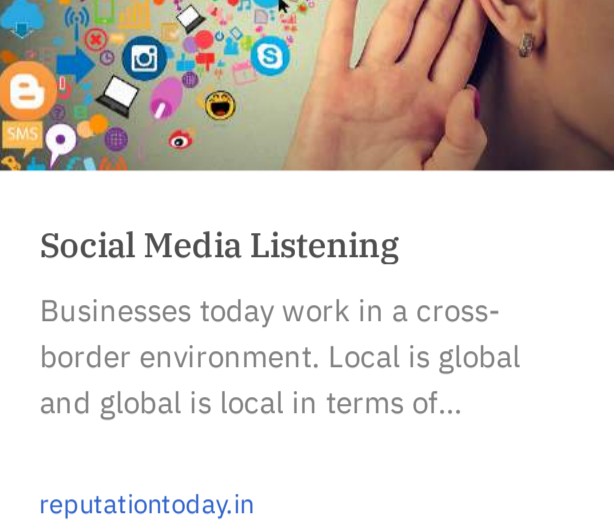
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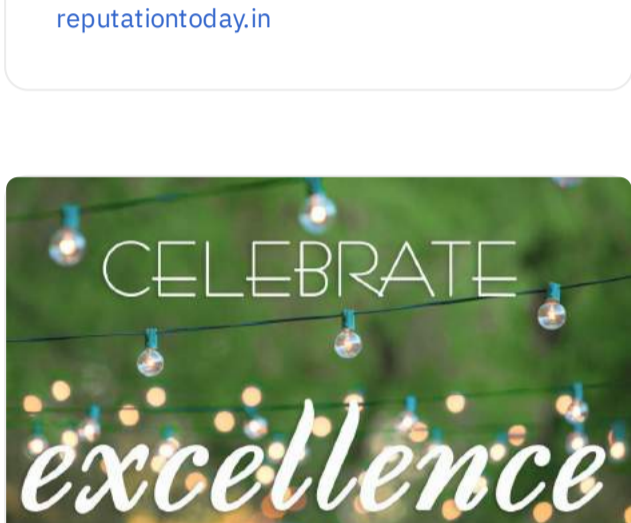
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You can buy this article: The rage around NFTs

Author's note: The title is 100% literal. The original word document of this article can be bought on Mintabl...

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Social Media Listening

Businesses today work in a cross-border environment. Local is global and global is local in terms of...

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Honey, I am getting a divorce

"Honey, I am getting a divorce". These were the words my closest friend said to me when she called me after a...

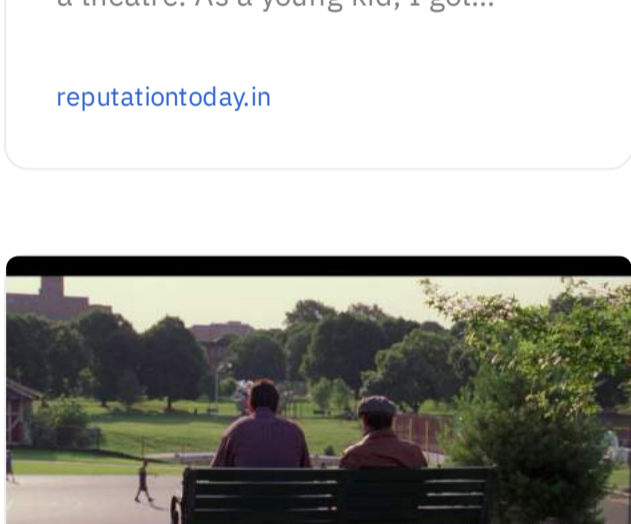
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Stop celebrating Mediocrity - Celebrate Excellence!

There have been so many instances off late when a lot of us have been in spaces and places that have...

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Changing demographics of your target audience

In the past few weeks, its my mom telling us about all the new series or movies launched across various OTT...

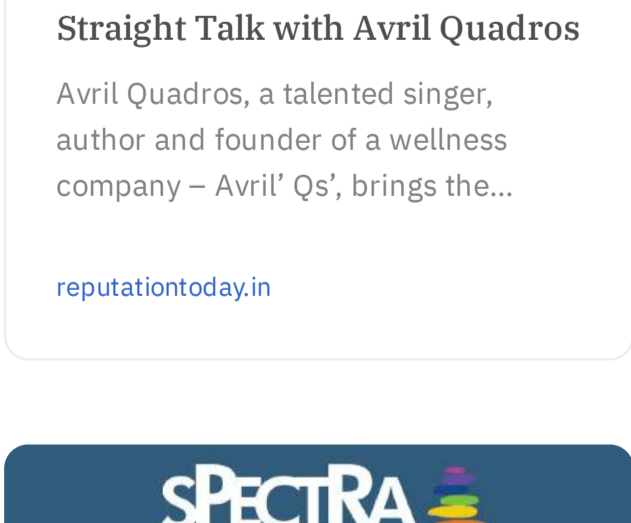
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Sustainability reporting certifications, where to begin?

Sustainability has never been more relevant for businesses. Corporates and businesses now simply cannot...

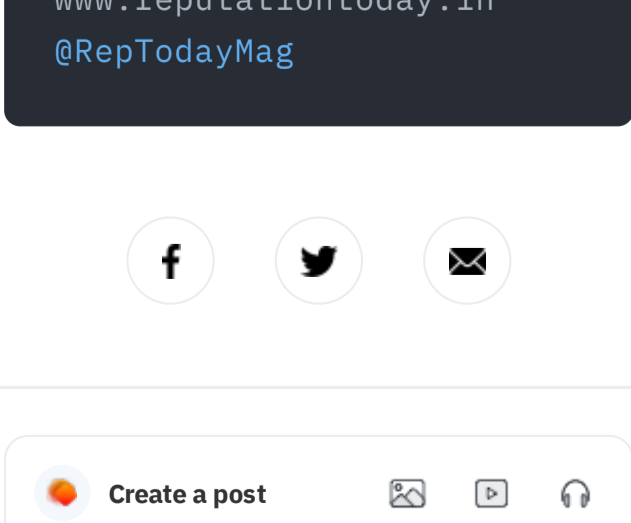
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Sir Richard Branson is the Gladiator: Leadership lessons from the Virgin Unity launch!

Star Wars: The Empire Strikes Back was the first sci-fi movie I watched in a theatre. As a young kid, I got...

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What do 'attracting clients' and 'ESG' have in common?

"People enjoy the company of those who enjoy their own company" I remember reading this line in the...

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Bryan Adams. The Summer of 2004 (not 69). And India's largest IPO.

It was the summer of 2004. Bryan Adams, and his superhit 'Summer of 69', was only meant for special...

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"Examine your purpose and ask yourself what your true calling is. Think about what you would like to contribute to the community - it has to be something unique and authentic."

- Avril Quadros

Straight Talk with Avril Quadros

Avril Quadros, a talented singer, author and founder of a wellness company – Avril' Qs', brings the...

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