



Browne & Mohan

Board & CEO Advisors, Management Consultants

Dear,

As curtains come closer to 2016, world has seen quite unexpected results. US elections baffled many TV and journalist pundits. Trump's trumpet has roared high and clear and Republican's ride to a new order. Narendra Modi's government in a stealth mode demonetized 1000 and 500 notes to arrest black economy.

Marketing and HR are functions where many companies just plod the path without looking at the quality of outcomes. Nowhere is this more clearly visible than in social media content management. US elections are a clear case of identifying unfranchised segments and dedicated focus on reaching out messages to them. Trump's election is a classic case of social media marketing with focused content management and continuous engagement. Companies and individuals need to have faith and embrace a positive attitude about what could go right. Preparing for future requires planning, and continuous efforts in reaching the goals.

November newsletter emphasizes the need to discontinue the tendency to doing something and instead focus on few things that bring out high value.

Hope you enjoy these articles. Pl note your feedback and comments are valuable to us. Happy reading 😊😊

[A structured approach to content marketing](#)

Content is the King on social media. Companies are pursuing creation, curation, and extension of digital content as strategies to continuously engage with customers. However, without a clear strategy and consistent execution, most of the content generated lays in the labyrinth of digital waste. In this white paper, Browne & Mohan consultants present a structured approach to build a content marketing engine.

[Transforming Small and Medium Business: what to do and what not do?](#)

Small and medium business need to be nimble and adept at transforming their business. Unlike the large companies, their resource munificence is limited. In this presentation, Browne & Mohan consultants share insights based on our transformation experience of SME.

[Non-profits: HR challenges & mitigation approaches](#)

In this video, Browne & Mohan consultants share major HR challenges faced by Non-profits and broad approaches to address them.