

Trending in 2017: Top 12 Articles, Top 12 Events & Top 12 Reports



As we kick off 2018, we wanted to step back and share some of the

most popular content published in 2017.

We are grateful that you are a member of the [CommPRO](#) community. We look forward to continuing to bring great content to our readers in 2018. If you would like to join our ever-growing list of contributors in 2018, please send an email to editor@commpro.biz.

Top 12 Articles

#1 – The Trump Administration Faces Another Lose-Lose Situation As the Comey Saga Gets More Interesting – <https://sumo.ly/AT8N>

#2 – Kathy Griffin’s Lack of Apology Makes Her a Lifetime “D-Lister” – <https://sumo.ly/AZD9>

#3 – Don't Get Too Obsessed with Recent Airline Customer Service Incidents – There are Bigger Sharks in the Risk Waters – <https://sumo.ly/An08>

#4 – Resume Rules – <https://sumo.ly/zQAB>

#5 – The Consequences of Trump Firing Mueller Would Be Catastrophic – <https://sumo.ly/BlxM>

#6 – Donald Trump Rants and Raves at the Press in a Classic Example of Misdirection – <https://sumo.ly/Kyk>

#7 – Time to Stop Unselling: Crisis Communications Tip for United Airlines – <https://sumo.ly/Kyf>

#8 – Trump's Brand Story – An Unconventional Success Strategy – <https://sumo.ly/Kye>

#9 – Strategic Trends – AI, Machine Learning and Customer Service – <https://sumo.ly/Kul>

#10 – Public Relations: The Low Cost Boost for Marketing – <https://sumo.ly/KvN>

#11 – The Most Powerful Thing We Can Do to Unleash Greater Success and Joy in Life – <https://sumo.ly/KvT>

#12 – New Year, New Metrics: How New Technology is Shaping Audience Intelligence in 2017 – <https://sumo.ly/Kwu>

Top 12 Events

#1 – The Death of Trust: Real News, “FAKE NEWS,” and the Cyber Plots Designed to Divide Us – <https://sumo.ly/FS1L>

#2 – Breaking Down the State of the Media in 2017 – <https://sumo.ly/zear>

#3 – PRIMEChat: Better Insights. Better PR-ROI. – SAP North America – <https://sumo.ly/Bnuq>

#4 – Burgers, fries... and stock? Now, YOU can invest in the FAT Brands IPO – <https://sumo.ly/FHLt>

#5 – Bringing Back the Small Cap IPO: 2017 Reg A+ Outlook – <https://sumo.ly/zZh1>

#6 – How the Trump Administration May Impact Shareholder Activism – Part II – <https://sumo.ly/AKzo>

#7 – Strategies For Enhancing Board Diversity – <https://sumo.ly/Fs1e>

#8 – From Big Banks to the Underbanked: FinTech's Customer-Centric Model – <https://sumo.ly/G9Xx>

#9 – The 5 Keys to Kick-Ass Content Marketing – <https://sumo.ly/KCH>

#10 – Redefining Influencer Marketing – <https://sumo.ly/KCL>

#11 – 7 Steps to Building Data-driven Content and Social Strategies – <https://sumo.ly/KDB>

#12 – Employee Advocacy Success at Scale – <https://sumo.ly/KE3>

Top 12 Reports

#1 – Triple Your PR Power! How to choose a media intelligence firm? (and other useful tools) – <https://sumo.ly/BnSf>

#2 – Influencer Marketing: Why it's Critical and How You Can Get Started [GUIDE] – <https://sumo.ly/IJLn>

#3 – Report: The State of Data-Driven Communications Strategies – <https://sumo.ly/Kx29>

#4 – 5 Key Public Relations Metrics (Download) – <https://sumo.ly/EBlW>

#5 – Diversity Talks – Diversity & Inclusion Resource Guide – <https://sumo.ly/zZiW>

#6 – Does Fake News Impact Your PR & Communications? – <https://sumo.ly/GvVD>

#7 – What is Content Intelligence? How Can it Help You Create High-Quality Content – <https://sumo.ly/FtXP>

#8 – The State of Workplace Communications, 2017 – Dynamic Signal Releases New Report – <https://sumo.ly/zG20>

#9 – CMO Guide – <https://sumo.ly/KE0>

#10 – Demonstrating the Value of Communication (eBook) – <https://sumo.ly/KER>

#11 – Case Study – Google – <https://sumo.ly/KFa>

#12 – How To Transform Internal Comms For The Deskless Generation (eBook) – <https://sumo.ly/KFE>

