

Trending this Week 1.29.16: Donald Trump – Who Needs the Media?; Ketchum at the World Economic Forum

☒ In today's *Executive Briefing* we take a look at what was trending this week, including [Ketchum at the World Economic Forum – Why it Matters](#) and [Our Presence Creates Our Impact: Using Mindfulness to Optimize Leadership and Culture](#).

As we begin 2016 and start our sixth year of publishing CommPRO, I'd like to take a moment to thank our loyal readers and partners for their continued support. We hope our new readers enjoy CommPRO and welcome your feedback and suggestions so we continue to provide a unique and relevant service. You can reach me at: fay@commpro.biz.

[Click here](#) to view today's post.