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Firebrands Building Brand Loyalty In The Internet Age

Nick Wreden



Firebrands Building Brand Loyalty In The Internet Age:

Firebrands: Building Brand Loyalty in the Internet Age Doug Millison, Michael Moon, 2000-09-07 This book explains digital branding and how to implement it in the current marketplace *Firebrands* Michael Moon, Doug Millison, 2000 This book explains digital branding and how to implement it in the current marketplace **Profit Brand** Nick Wreden, 2007 Profit Brand presents a results driven view of branding that any CEO or CFO would applaud While branding strategies often concern themselves with awareness visibility impact and image author Nick Wreden shifts the focus to the bottom line He offers a comprehensive metrics based approach to branding that allows companies to link branding activities directly with profits Wreden looks at the inefficiencies of traditional branding strategies that stress customer acquisition over customer retention Customer loyalty he argues is the key to delivering profitability With this in mind he explores loyalty schemes the need to own the customer experience and the means of leveraging allies as brand ambassadors He covers topics such as segmentation optimization pricing and communication strategies and explores accountability systems such as six sigma CRM and scorecards Citing examples from global brands such as IBM Disney Amex and KLM the book highlights marketing practices both good and bad *Internet Retailing and Future Perspectives* Eleonora Pantano, Bang Nguyen, Charles Dennis, Sabine Gerlach, 2016-12-08 Since the first edition of this landmark textbook online shopping has grown exponentially to the point that it now threatens to eclipse the high street With online retail offering both advantages and challenges that are distinct from traditional commerce this textbook provides new approaches to retailing and as such helps readers to take advantage of new digital technologies This long awaited new edition provides a thorough and substantial update to its solid core principle of digital retailing and its relationship with conventional retail methods These principles are explained clearly and practically to provide students entrepreneurs and researchers with a reliable guide to the implementation and operation of a successful online retailing business Updates to this edition include Search engine marketing and search engine optimization New and updated case studies including Tesco s virtual store Ray Ban s smart mirror IKEA s mobile catalogue and Nordstrom s TextStyle Social networks and electronic word of mouth communication A new chapter on ubiquitous retailing A brand new companion website to support tutors With accessibly written features such as key learning points questions think points and further reading *Internet Retailing and Future Perspectives* is ideal for anyone using studying or researching digital commerce **EBOOK: Managing Brands** LAFORET, SYLVIE, 2009-12-16 EBOOK Managing Brands *E-Retailing* Eleonora Pantano, Bang Nguyen, Charles Dennis, Sabine Gerlach, Bill Merrilees, 2004-08-26 Most experts agree that the advent of internet retailing has transformed the marketplace but until now students of the subject have had to search far and wide for comprehensive up to date analyses of the new business landscape Coverage of the recent dot com boom and bust obscured the fact that e retailing is now firmly established in global business promising growth rates that will continue to rise globally This much needed book provides readers with a guide to the implementation and operation of a

successful e retailing business and has been written for students entrepreneurs and researchers at all levels By identifying and explaining the underlying principles of e retailing and its relationship with conventional retail methods this research based book leads readers through this exciting and emerging subject Throughout case studies are explored including iPod Nike Amazon e Bay McDonald s Nokia With accessibly written features such as key learning points questions think points and further reading e Retailing is core reading for anyone using studying or researching the internet or e retailing

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,2000-10-16 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network Stratégie de fidélisation Jean-Marc Lehu,2011-07-07 Une description solide de tous les mécanismes visant instaurer des relations durables et rentables avec les clients L Expansion Comment concevoir et mettre en place une stratégie de fidélisation client efficace et rentable D jouer les pièges de la fidélisation induite Mieux comprendre le consommateur du XXIe siècle Concevoir la stratégie de fidélisation ad hoc pour une relation gagnant gagnant Contrôler efficacement la satisfaction des clients Choisir les techniques qui permettent une optimisation maximum D développer une relation de confiance durable avec les clients Cette nouvelle édition renouvelée et illustrée de plus de 60 études de cas réunit tous les derniers résultats de la recherche marketing en fidélisation pouvant être utiles au professionnel Elle a pour objectif de tirer les enseignements de la première grande vague de programmes de fidélisation des années 1990 afin de concevoir et mettre en place désormais une stratégie de fidélisation efficace ET rentable Alors que la fidélité client est identifiée comme un différenciateur concurrentiel il reste quelques doutes quant à sa contribution aux résultats financiers Malgré cela une totale compréhension de ce qui est un système de fidélité client est essentielle au succès de son installation et de sa mise en œuvre Pour toute personne qui a ou qui envisage un système de fidélité client ceci est un livre qu il faut absolument lire Donal W MacDaid Vice President Marketing Aldata Solution Pr face de Philippe Charrier PDG de Procter Gamble France The Software Encyclopedia ,1986

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