

1. Record Nr.	UNINA9910140759903321
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Titolo	Branded! [[electronic resource]] : how retailers engage consumers with social media and mobility / / Bernie Brennan, Lori Schafer
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, 2010
ISBN	0-470-93176-0 1-119-20056-3 1-282-81720-5 9786612817205 0-470-93173-6
Descrizione fisica	1 online resource (287 p.)
Collana	Wiley and SAS business series
Altri autori (Persone)	SchaferLori
Disciplina	658.8/72
Soggetti	Internet marketing Social media - Economic aspects Branding (Marketing) Online social networks Telemarketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Branded! How Retailers Engage Consumers with Social Media and Mobility; Contents; Foreword; Preface; Chapter 1: Introduction: Bringing Your Store to Your Customers; YOUR CUSTOMERS ARE SPEAKING. ARE YOU LISTENING?; RETAIL 2.0; RETAIL LEADERS; YOUR WORLD IS CHANGING-ARE YOU?; NOTES; Chapter 2: Social Media; DEFINITIONS; WHY MAKE SOCIAL MEDIA ANOTHER RETAIL CHANNEL?; DEMOGRAPHICS-NOT JUST KIDS!; POPULAR SOCIAL-MEDIA WEB SITES; WHERE TO FOCUS; TODAY'S RETAILER ENGAGEMENT; NOTES; Chapter 3: Mobility; DEFINITIONS; SMART PHONES CHANGE IT ALL; INTERSECTION OF SOCIAL MEDIA AND MOBILITY RETAIL HAS BREAKTHROUGH OPPORTUNITY APPLICATIONS FOR MOBILE LEADERSHIP; RETAIL MOBILE INNOVATORS; NOTES; Chapter 4: Starbucks: It's the Experience!; LEARNING-FORMULATING-INNOVATING; TRANSFORMING STARBUCKS FOR THE FUTURE; MY STARBUCKS IDEA IS

BORN; FINDING OUT WHERE CUSTOMERS ARE HANGING OUT; STARBUCKS MOBILE; DIGITAL LEADERSHIP; NOTES; Chapter 5: Zappos: "Your Culture Is Your Brand"; COMMITTED TO "WOW'ING" EVERY CUSTOMER; A VISION TO EMBRACE E-COMMERCE; WOW SERVICE ONLINE; AN EARLY LEADER IN "ZOCIAL MEDIA"; "ZOCIAL MEDIA" IS PERVERSIVE; MOBILITY: THE NEXT CHANNEL DELIVERING HAPPINESS: A PATH TO PROFITS, PASSION, AND PURPOSENOTES; Chapter 6: Wet Seal: iRunway Steals the Teen Fashion Scene; FAST FASHION TAKES CENTER STAGE; WET SEAL'S FASHION COMMUNITY; FASHION-IT'S ALL SOCIAL; MOBILE: SHOP ON THE GO; THERE'S GOLD IN THOSE THREADS; SOCIAL + MOBILE = A GAME CHANGER; FARMVILLE FOR FASHION; NOTES; Chapter 7: Macy's: Shooting for the Stars!; TWO GREAT BRANDS; MACY'S STRATEGY REFRESHED; ENGAGING THE CUSTOMER; SOCIAL MEDIA IS FASHIONABLE; MOBILE MACY'S; JUST THE BEGINNING . . .; NOTES Chapter 8: 1-800-Flowers.com: "Build a Relationship First-Do Business Second"GOING UNDERCOVER IS REVEALING; PLANTING THE SEEDS OF SUCCESS; BEYOND FLOWERS; LEVERAGING SOCIAL COMMERCE THROUGH TECHNOLOGY; SOCIAL MEDIA BLOSSOMS; MOBILE: APP OF THE YEAR; INNOVATION IS A CORE STRATEGY; NOTES; Chapter 9: JCPenney: Digital Transformation; BUILDING A BRAND BY "WINNING TOGETHER"; FROM BIG BOOK TO DIGITAL LEADERSHIP; CULTURE OF TRANSPARENCY; SOCIAL AMBASSADORS; JCPENNEY LOVES MOBILE; A DIGITAL FUTURE FOR A TRADITIONAL PLAYER; NOTES; Chapter 10: Pizza Hut: Creating the Perfect Pizza-Digitally TOPPING THE PIZZA MARKETBUILDING THE YUM! DYNASTY; VALUE PLUS FAVORITES = A WINNING STRATEGY; ENABLING GLOBAL KNOWLEDGE SHARING; AN INNOVATOR IN SOCIAL MEDIA; THE "KILLER APP FOR YOUR APPETITE"; BRANDED! THROUGH SOCIAL AND MOBILE CHANNELS; LISTENING, ENGAGING, EXCITING!; NOTES; Chapter 11: Best Buy: The Connected World; GROWTH STRATEGY; CROSS-CHANNEL: MEETING CUSTOMERS WHERE THEY ARE; A WIKI CULTURE; SOCIAL MEDIA: FROM THE INSIDE OUT!; A WEB 2.0 TOOL KIT IS BORN; THE HUB FOR ALL THINGS BEST BUY; HELPING MOBILE CUSTOMERS "SHOP, LEARN, AND BUY"; THE CONNECTED WORLD, TAKE TWO; NOTES Chapter 12: Analyzing Value: Social Media

Sommario/riassunto

Written through the eyes of retail and technology executives, *Branded!* explores retailers who are successfully implementing social media and mobility strategies. Market-leading retailers are engaging technology-savvy customers through social media and mobility. *Branded!* reveals how these digital communication channels are an extension of a retailer's culture and strategy resulting in building brand equity. Comprehensive reviews of Starbucks, Zappos, Wet Seal, Macy's, 1-800-Flowers.com, JCPenney, Pizza Hut and Best Buy are featured. *Branded!* provides a clear review of social media as

2. Record Nr.	UNINA9910144302203321
Titolo	International applied mechanics
Pubbl/distr/stampa	[New York, N.Y.], : Springer
ISSN	1573-8582
Disciplina	520.1
Soggetti	Mechanics, Applied Mecanique appliquee Mechanics Mecànica aplicada Periodicals. Revistes electròniques.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed