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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 OPPORTUNITYAPPLICATIONS 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 "SOCIAL MEDIA"; "SOCIAL MEDIA" IS PERVASIVE; MOBILITY: THE NEXT CHANNEL DELIVERING HAPPINESS: A PATH TO PROFITS, PASSION, AND PURPOSE; NOTES; 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

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