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Titolo	Bricks to Clicks : Why Some Brands Will Thrive in E-Commerce and Others Won't // by David Feinleib
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ISBN	1-4842-2805-7
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIV, 156 p. 21 illus. in color.)
Disciplina	658.872
Soggetti	Internet marketing Branding (Marketing) Public relations Online Marketing/Social Media Branding Corporate Communication/Public Relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters. and index.
Nota di contenuto	Chapter 1: Transforming the Organization -- Chapter 2: Regaining Control -- Chapter 3: First Insight, Then Action -- Chapter 4: Confront the New Path to Purchase (And Then Lead the Charge) -- Chapter 5: Activate Your Brand Content -- Chapter 6: Using the Master Catalog -- Chapter 7: The Retailer Challenge (And Opportunity) -- Chapter 8: The eCommerce Flywheel -- Chapter 9: From Bricks to Clicks to Omnichannel -- Chapter 10: Glossary.
Sommario/riassunto	Learn how to sell online. Real-world case studies and market insights from the world's largest brands reveal what the best brands are doing right to win online. Gain knowledge of best practices that enable brands and retailers to survive and thrive in the dynamic, fast-paced, and highly competitive world of e-commerce. Leveraging his first-hand knowledge as founder and CEO of Content Analytics, serial entrepreneur and author David Feinleib examines the threats and immense opportunity facing today's most valuable brands. He demonstrates how brands that want to succeed in the fiercely competitive environment of e-commerce must understand and

embrace the four key elements that control how much is sold and by whom: algorithms, content, convenience, and execution. What You'll Learn: Learn the best practices in e-commerce of the world's leading brands and how to: Make the transition from selling in-store to selling (and winning) online Conduct online brand audits to pinpoint opportunities for improvement Increase brand equity through high-quality content Maximize online sales by understanding the key metrics you need to measure and optimize.
