

1. Record Nr.	UNINA9910456185103321
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Titolo	Defending the brand [[electronic resource] ] : aggressive strategies for protecting your brand in the online arena / / Brian H. Murray
Pubbl/distr/stampa	New York, : American Management Association, c2004
ISBN	0-8144-2753-7
Descrizione fisica	1 online resource (286 p.)
Disciplina	658.8/27
Soggetti	Brand name products Trademark infringement Electronic commerce Product management 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	Digital brand abuse -- The dark side -- Objectionable content -- Pornography -- Adult entertainment -- Child pornography -- Hate, violence, and extremism -- Gambling -- Parody -- Defining "objectionable" -- Who's at risk? -- What to do -- The business case -- Boardroom summary -- The opportunities and threats of online commentary -- The rumor mill -- Financial earnings -- Early warning -- Information security -- Other security and liability threats -- The world's largest focus group -- Activism and "sucks" sites -- Nobody is immune -- Managing risk -- Buried treasure -- The business case -- Boardroom summary -- Customer diversion -- Customer capture -- Cybersquatting -- Typo-piracy -- Domain name administration -- Arbitration -- Search engine manipulation -- Invisible seeding -- Visible seeding -- Spoofing -- Paid placement -- Managing seeding and spoofing issues -- Software utility generated advertisements -- Mislabeled links -- Unsolicited e-mail -- Keeping the customer -- Bringing the customer back -- Scope of the problem -- The future -- The business case -- Boardroom summary -- Online partners and distribution issues -- A managing partner compliance -- The customer experience -- Changing dynamics -- Online partners -- Affiliates --

Suppliers -- Distributors -- Third parties -- Monitoring partners --  
Step 1: Prioritization -- Step 2: Brand management -- Step 3:  
Enforcement -- The business case -- Boardroom summary --  
Counterfeits and gray markets -- Gray markets -- Combating gray  
market activity -- Counterfeiting -- Copier supplies -- Pharmaceuticals  
-- Online monitoring -- Criteria that may signal a suspect distributor  
-- Testing authenticity -- The business case -- Boardroom summary  
-- Defending against digital piracy -- Music -- Sales leads -- Video --  
Cease and desist -- Customer convenience -- Copy protection and  
digital rights management -- Software -- Text and images -- E-books  
-- The Stephen King experiment -- News services -- Market data --  
The business case -- Boardroom summary -- Trust -- The costs of  
compromised privacy and security -- Information collection  
technologies -- Cookies -- Web beacons -- Information security --  
Customer information transmission -- Customer information storage  
-- Fraud -- Managing privacy and security -- The business case --  
Boardroom summary -- Competitive intelligence -- Using online  
competitive intelligence to outmaneuver competitor brands -- The  
internet as a competitive intelligence source -- Brand presence --  
Brand reach -- Competitor brand abuse -- Competitor absence --  
Linking relationships -- Partnerships -- Recruiting competitor partners  
-- Online commentary -- Collecting the data -- Counterintelligence --  
Actionable information -- The business case -- Boardroom summary.

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Sommario/riassunto

The best brands attract the most (unwanted) attention.

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