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Titolo	The activation imperative : how to build brands and business by inspiring action / / William Rosen and Laurence Minsky
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ISBN	1-4422-5705-9
Descrizione fisica	1 online resource (223 pages) : color illustrations
Disciplina	658.827
Soggetti	Branding (Marketing) Product management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Aim for greater roi: the activation imperative method -- Ready, set, aim -- Broadcast, billboards, branding, and more -- Start with the shopper (marketing) -- Connecting with digital, social, and mobile -- Come and get it: content and in-bound marketing -- The importance of being direct (database and CRM, too) -- Join us: the world of participation and promotion marketing -- Are you experiential? -- Now a word from your sponsor(ships) -- Build your relationship(s) with PR and brand journalism -- Aim for optimal activation.