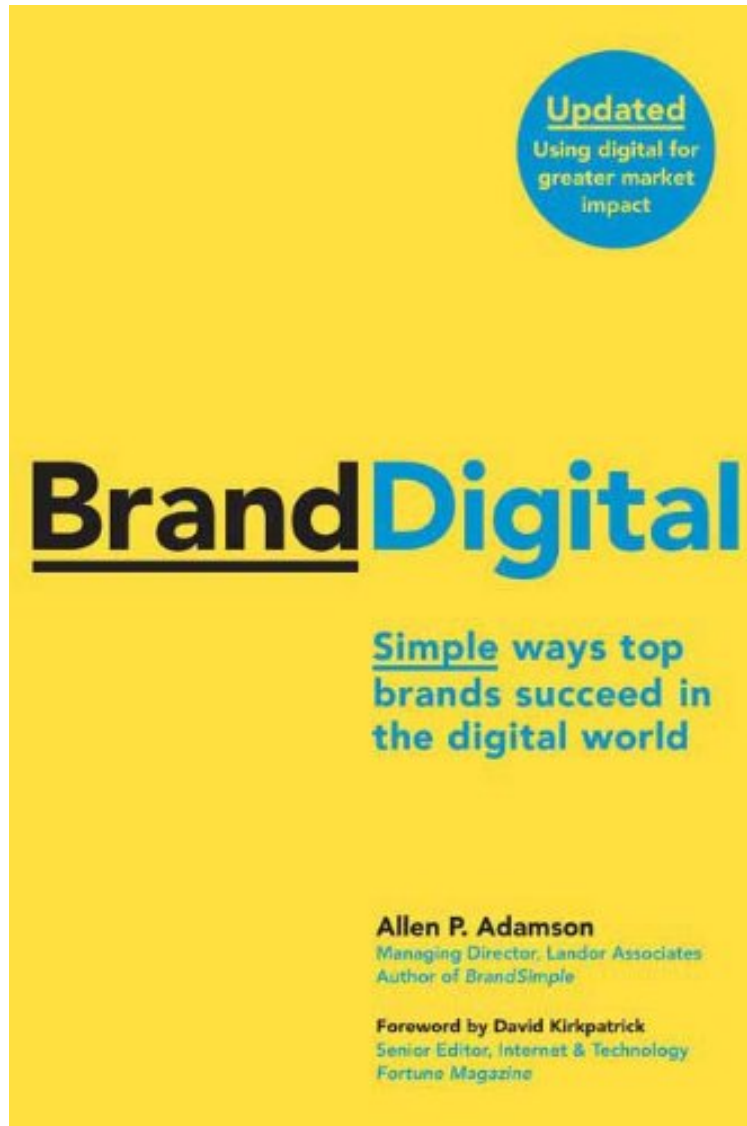


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BrandDigital: Simple Ways Top Brands Succeed in the Digital World

Allen P. Adamson

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Allen P. Adamson : BrandDigital: Simple Ways Top Brands Succeed in the Digital World before purchasing it in order to gage whether or not it would be worth my time, and all praised BrandDigital: Simple Ways Top Brands Succeed in the Digital World:

0 of 0 people found the following review helpful. Brand Digital - A Great Read!By Eric S. WilliamsThis book is a great start for beginners looking to learn about how the internet, Google search engine, and social media sites have affected the way companies are doing business. Adamson discusses how using convenience and emotion to help

customers seek you out, and to retain them. Also interesting, Adamson discusses how to use blogs and information in your website for SEO-Search Engine Optimization. With accurate searches that Google provides, the internet now presents an opportunity and threat to branding. People can look for exactly what they want. Blogs give everyone a voice and as fast as a company's brand can be built, it can be ruined. It is up to the company to manage their presence on the internet in a manner that is responsible and aware of its surroundings. I thought this book was great because Adamson uses companies as examples so you can really grasp the concept and relate to the information. Overall, I would highly recommend this book. It has really helped me truly understand how fast the internet is changing, and how this affects the way businesses go about branding and reaching out to customers.

1 of 1 people found the following review helpful. Important Learning

By Peter J. Flatow I have been at this "branding thing" for over 40 years and have learned that we all think we know more than we really do. I have worked with Allen and know firsthand that he succeeds because he does his homework and keeps things simple. Once again that is exactly what he has done. From my experience, partly because it is so new and misunderstood, people think they know more about digital in all forms than they really do. Allen, by resourcing so many knowledgeable people, learning from them and then reporting this knowledge in a simple to read and understandable form has done the marketing community a great service. I learned from his efforts.

9 of 9 people found the following review helpful. A Digital Survival Guide for the Current Recession

By David Lynn At a time when recession promises another culling of the on-line business world, Brand Digital offers both a survival guide for brands at risk and a consolidation guide for strong brands seeking to exploit weaker competitors. Grounded in interviews with over 100 industry leaders, this book provides valuable context for the shift we have seen from the internet as a transactional medium to its new role as a relationship medium. In many industries the internet is now the primary medium for interacting with customers. Adamson walks the reader through the many levels of customer relationships the digital world offers for your business and brand. His first piece of advice is the digital equivalent of "Get out of the office and into the field talking to customers" (my phrasing not his). Adamson gives sound practical examples of the many ways managers in various industries are using the internet to engage with and learn from their customers outside of the transaction process. Adamson then walks the reader through techniques for how to take what they learn on-line from customers and use it to hone product or service strategy, surrounding information services, brand image, and marketing strategies. He explores how to process the stream of customer information and make the trade-offs required for a focused, clear product strategy and brand image. Finally, he gives practical advice on making customer learning and product/brand refinement a continuous, evolving process. Many concrete examples from various industries keep the theorizing limited and the simple, practical ideas front and center. The only shortcoming is that one would normally expect more visual content (charts, pictures, etc.) in a book about the visually-intensive digital world. But this small shortcoming is outweighed by the exceptional content of this book.

Net/net, an extremely valuable read for those who want to emerge from the recession with deeper relationships and stronger brand images across many more customers.

Since the publication of his previous best-selling title, *BrandSimple*, Allen P. Adamson has studied and worked with companies as they've experimented with and integrated digital initiatives into their branding mix. In his new book, *BrandDigital*, he clearly demonstrates that in an environment where everything is transparent, brand professionals have unprecedented opportunities to learn more about their customers, and to deliver brand experiences that meet customer expectations better than ever before. Based on over 100 interviews with leaders in both the branding and digital technology industries, Adamson drives home his point by using case studies and first-hand, in-market examples from companies including Hewlett-Packard, Johnson Johnson, Procter Gamble, Nike, Ameriprise, Burger King, PepsiCo, and General Mills. Along with putting into proper context the role Google, YouTube, Second Life, social media, and blogs play in the branding process, Adamson shows how the best companies are taking advantage of evolving digital technology and its associated behavior to build stronger bonds with their customers and stronger, more responsive brands.

From Publishers Weekly Adamson (*BrandSimple*) explores the new digital branding landscape, its plethora of choices and new terminology, citing corporations such as Nike, Procter Gamble and Unilever to demonstrate how the best marketers are using digital tools to build and manage their brands. Adamson surveys the gamut of new technologies and methods, presenting how social sites like Facebook and MySpace can be used as part of the branding mix, whether companies can get a better return on the development costs of television ads if they reformat them for YouTube, how to keep digital promotion integrated with traditional outreach and how to determine which technology to use to reach one audience versus another. In addition to providing a list of new terms all branding professionals should thoroughly understand, he covers such relevant topics as digitally watching consumers in action, organic content on company Web sites and spiders, and establishing a clear brand voice. Informative and engagingly written, this book will guide marketers and executives through the rapidly changing digital landscape and help them make informed decisions regarding the most effective branding opportunities available for their companies. (Aug.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Informative and engagingly written, this

book will guide marketers and executives through the rapidly changing digital landscape and help them make informed decisions regarding the most effective branding opportunities available for their companies."--Publishers Weekly"BrandDigital is an excellent handbook for the 21st Century brand manager. It is a modern worldview still true to time honored, immutable brand management concepts."-Russ Klein, President of Global Marketing, Strategy, Innovation, Burger King";"This is one of most enjoyable behind the scene discussions of the best lessons in digital marketing. Readers can immediately take advantage of what is revealed here. Some of the best, most sage advice on the subject."-Gary Elliott, Vice President of Corporate and Brand Marketing, Hewlett-Packard"Virtually every marketing campaign ndash; no matter how large or how small ndash; should have some kind of online component. Once again, Allen Adamson has done a truly remarkable job making sense out of an extremely complex and often confusing topic."-Kevin Lane Keller, Professor of Marketing, Tuck School of Business, Dartmouth College"As the pace of digital technology increases, the job of a marketer simultaneously gets more complicated and more exciting. But as Allen Adamson points out so powerfully in BrandDigital, the basic rules of brand building still apply. He shows how authentic storytelling and relevance become even more powerful for those who harness digital."-Beth Comstock, Chief Marketing Officer, GE"Allen Adamson is the perfect guide for how we should think about branding in the digital age. BrandDigital is the first book that shows how to build a brand collaboratively with consumers who are engaged, connected and ready to participate."-Mark Addicks, Chief Marketing Officer, General Mills"Adamson's book reminds us that brands are more imp...