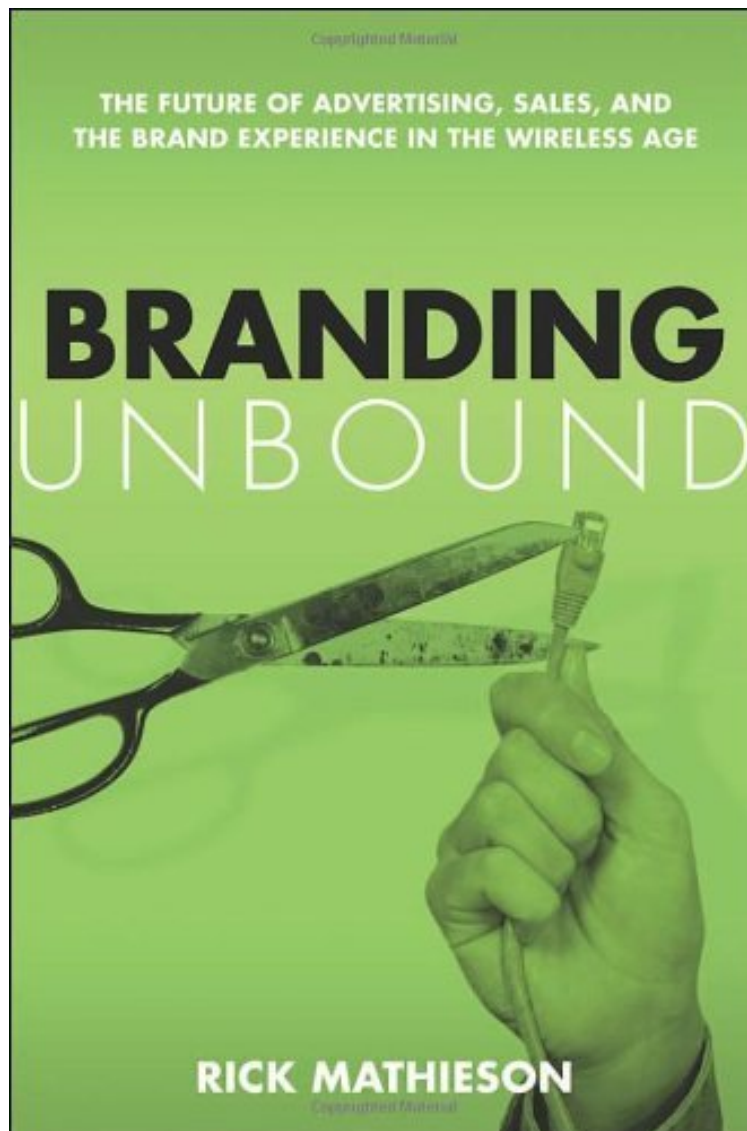


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## Branding Unbound: The Future of Advertising, Sales, and the Brand Experience in the Wireless Age

*Rick Mathieson*

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**Rick Mathieson : Branding Unbound: The Future of Advertising, Sales, and the Brand Experience in the Wireless Age** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Branding Unbound: The Future of Advertising, Sales, and the Brand Experience in the Wireless Age:

10 of 11 people found the following review helpful. One of the Best Marketing Books of the YearBy CustomerWhat does the usage of PDAs, cell phones, and the wireless Internet have in common? Not only are they becoming the

preferred method of communication among young people but advertisers are desperately trying to find a way to reach them with their products and services without annoying them like spammers. In Rick Mathieson's new book "Branding Unbound," the author explains the technology revolution and what it means to marketers looking to capitalize on reaching this audience. In "Branding Unbound," the author gives readers a glimpse into the future (and the present) state of wireless technology. The technology ranges from sound waves that will beam down to potential customer's ears, to grocery stores that use electronic shopping carts to enhance the shopping experience, to third-party services that will store your personal information to make your online shopping experience more convenient. Mathieson explains that the entertainment industry is already taking advantage of the trend. Entertainers like Madonna and Justin Timberlake have already hired advertising agencies that specialize in wireless marketing and taken advantage of its audience. Now the more traditional advertisers like Cadillac and Absolut Vodka are finding ways to make their brands stand out to the young, buying audience. "Branding Unbound" is a must read for advertisers looking to steal a glimpse into what could be the future of advertising. Though the author admits that m-marketing does have its share of problems like privacy issues, technology glitches, and a relatively small audience thus far, it would still make a lot of sense for marketers to run out, get this book, and get ready for the coming revolution. Rick Mathieson is a gifted and talented writer, and "Branding Unbound" at its outstanding best does for wireless what the Cluetrain Manifesto did for the Internet. Geeks and marketing execs alike will love this book, which is by far one of the best marketing books of the year. Highly Recommended 3 of 4 people found the following review helpful. not a book for veterans By Z. Yixin This book combined an exciting title with quite disappointing content to me. This is definitely not a book for those looking for solid analysis of the future of marketing and advertising, but just a laundry list of all exciting eye-catching gimmicks using wireless technologies. It looks like a cursory patchwork of materials from newspaper columns rather than a condensed book.

"If you're in marketing, advertising, or branding, consider this: While it used to take three television spots for a product to register with its intended audience, it can now take as many as seventy. Are people simply tuning out marketing messages? No. They're simply choosing which messages to tune in. Thanks to wireless technology, customers now have the luxury of responding (or not responding) to advertising when, where, and however they like. Leading companies such as Wal-Mart, McDonald's, Starbucks, Kellogg's, NBC, MTV, Procter Gamble, DaimlerChrysler, and others are already reaching millions of customers, one at a time, wirelessly. The technology gives these companies an unprecedented view of buying patterns and the ability to identify and market specifically to the most likely customers. In Branding Unbound, author Rick Mathieson reveals how your business can emulate some of the most powerful and successful branding strategies in the world. In addition, Mathieson has conducted exclusive, insightful QAs with some of the modern legends of cutting-edge marketing and business: \* Seth Godin, author of Permission Marketing, Unleashing the Idea Virus, and Purple Cow, discusses permission marketing in a wireless landscape. \* Tom Peters, "the father of the postmodern corporation" and author of The Brand You 50 and In Search of Excellence, offers the Peters Principles for the wireless era. \* Don Peppers, world-renowned marketing thought leader and author of Enterprise One-to-One, talks about how mobility will alter the brand experience. \* Christopher Locke, author of The Cluetrain Manifesto and Gonzo Marketing, presents a "Cluetrain Manifesto" for the Mobile Age. \* Chet Huber, President of OnStar, describes how the demand for in-vehicle services and information will change drivers' relationships with their vehicles. \* Gary Hamel, Chairman of Strategos and author of Leading the Revolution and Competing for the Future, discusses the first priority of the wireless age: strategic transformation. \* Howard Rheingold, author of Smart Mobs and The Virtual Community, champions the new "self-organized entertainment" of "flash mobs." Branding Unbound also offers a jargon-free look at current and emerging wireless technologies, examines the impact of social networking on mBranding strategy, and reveals the Top Ten Secrets of Successful Mobile Advertising. In the wireless marketing era, your brand can enjoy whole new levels of differentiation and customer recognition, while consumers benefit from on-the-spot convenience and a message individually tailored to their needs. Branding Unbound shows just how to harness the virtually limitless power of this amazing convergence of advanced technology and progressive business strategy to create the truly remarkable experience that will keep customers' attention and win their loyalty."

"[Mathieson's] timely and useful book demystifies successful practices in a way that should encourage and inspire other marketers... makes for a handy guide that lets marketers know where they stand in the ever-shifting media landscape." -- Working Knowledge, Harvard Business School PCB007 (Printed Circuit Board's e-newsletter): "...crammed so full of ideas on how to reach, engross, enthrall and embed the consumer into interactive marketing experiences that you get the feeling that the opportunities are limitless." Poolonline.com: "Branding Unbound offers a stimulating read into what can be achieved through mobile or wireless marketing." Associations Now: "This fascinating book is a rollercoaster ride into the powerful imaginations of wireless marketers." HBS Working Knowledge (<http://hbswk.hbs.edu/>): "[Mathieson's] timely and useful book demystifies successful practices in a way that should encourage and inspire other marketers.... Branding Unbound is best when it considers

practices that are hot right now. It makes for a handy guide that lets marketers know where they stand in the ever shifting media landscape." GenerationTarget.com: "[A] gift of a book...Mathieson tackles the dilemma of presenting wireless marketing strategy to a general corporate audience, and does an admirable job...With patience and clarity, Mathieson explains how McDonald's, Starbucks, Wal-Mart, and other top names in business are using a vast array of similar innovations to change the customer experience for the better. It will give motivated marketers and branders the confidence to pick up the wireless technology at their disposal and make it work for them." BrandChannel.com: "If you get some or none of the wireless revolution, you should probably come out of the cave and read this book. As for those hyperventilating at the rate of change and connectivity, better to know what's out there than unplug and drop out." "You may have heard some of this, but I guarantee you haven't heard all of it. The neat thing about this book is the way it brings together, organizes, and puts in your hands relevant information and entertainment from so many different sources all over the world. A bit like wireless really. Sent, appropriately enough, from my blackberry." -- Andrew Robertson, President CEO, BBDO Worldwide "Branding Unbound is an indispensable guide to the emerging opportunities in wireless marketing. Rick Mathieson has given us a forward-looking perspective that succeeds in being both visionary and grounded in reality." -- Ingrid Bernstein, Senior Vice President, Director of Creative and Strategy, iDeutsch "The road map to the right now. Provocative. Up to date, to the last nanosecond." -- Steve Simpson, Partner, Creative Director, Goodby, Silverstein Partners "BRANDING UNBOUND is a must read for advertisers looking to steal a glimpse into what could be the future of advertising...Mathieson is a gifted and talented writer, and BRANDING UNBOUND at its outstanding best does for wireless what the Cluetrain Manifesto did for the Internet. Geeks and marketing execs alike will love this book, which is by far one of the best marketing books of the year." -- Midwest Book "[Mathieson's] timely and useful book demystifies successful practices in a way that should encourage and inspire other marketers ... BRANDING UNBOUND makes for a handy guide that lets marketers know where they stand in the ever-shifting media landscape." -- Working Knowledge, Harvard Business School "[A] gift of a book...Mathieson tackles the dilemma of presenting wireless marketing strategy to a general corporate audience, and does an admirable job...With patience and clarity, Mathieson explains how McDonald's, Starbucks, Wal-Mart, and other top names in business are using a vast array of similar innovations to change the customer experience for the better. It will give motivated marketers and branders the confidence to pick up the wireless technology at their disposal and make it work for them." -- Generation Target "If you get some or none of the wireless revolution, you should probably come out of the cave and read this book. As for those hyperventilating at the rate of change and connectivity, better to know what's out there than unplug and drop out." -- brandchannel.com "Mathieson...provides plenty of real-world examples of forward-thinking companies and the risks and rewards of this sort of strategy. All in all the book is a good read of what is happening right now." -- MakoVision, Handpicked News for Internet Developers "It's challenging to keep up with all the new titles published addressing electronic marketing techniques, technology and philosophy...Mathieson's BRANDING UNBOUND rates as the most readable." -- Library Journal "A book on marketing that throws so many marketing and merchandising ideas at you that you have to slow down just to process all the information. When was the last time you read anything on marketing that did that?...BRANDING UNBOUND is...crammed so full of ideas on how to reach, engross, enthrall and embed the customer into interactive marketing experiences that you get the feeling that the opportunities are limitless." -- PCB 007 "About the Author Rick Mathieson is an award-winning writer, author, speaker and frequent media commentator on the converging worlds of marketing, media and technology. His insights on postmodern marketing have been featured in ADWEEK, Advertising Age, E-Business and on CBS Radio and NPR. His research into next-generation business models has earned praise from USA Today and Dow Jones Interactive. And he has been a featured speaker at industry events such as The Microsoft Leadership Forum, Yahoo's "Branducation" lecture series and The American Management Association's "Corporate Branding" series, and others. Over the last few years, he has briefed executives from FedEx, Virgin America, AllState, Bloomingdale's, Yahoo, MasterCard, Chevron, Hard Rock Cafe, Accenture, HP, IBM, Fair Isaac, Franklin Templeton and many others on trends in marketing and emerging media platforms. And he has served as an advisor to venture capital firms seeking expert opinion on potential investments. A veteran of the advertising industry, Mathieson currently serves as vice president and creative director for one of Silicon Valley's most prominent advertising agencies. As Harvard Business School's Working Knowledge puts it, Mathieson is a strategic marketing expert whose work "demystifies successful practices in a way that should encourage and inspire other marketers."