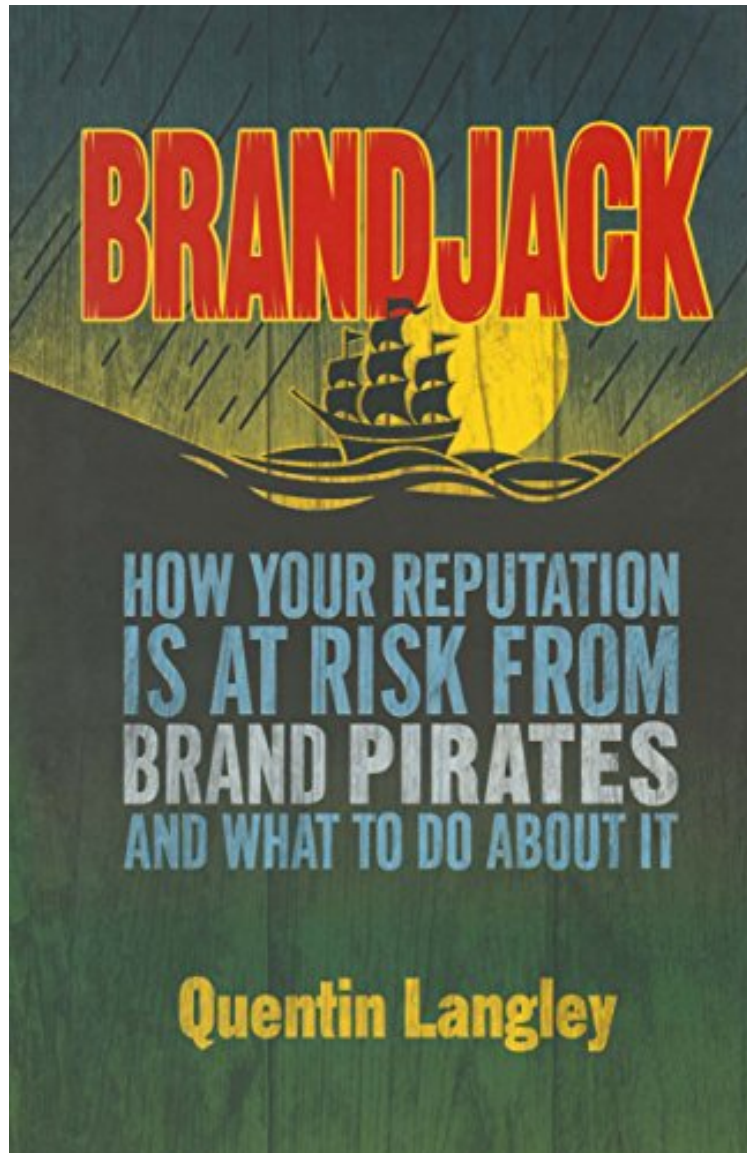


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Brandjack: How your reputation is at risk from brand pirates and what to do about it

Q. Langley

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Q. Langley : Brandjack: How your reputation is at risk from brand pirates and what to do about it before purchasing it in order to gage whether or not it would be worth my time, and all praised Brandjack: How your reputation is at risk from brand pirates and what to do about it:

1 of 1 people found the following review helpful. If you care about corporate/brand image, Brandjack is a must-read. By Gordon Landwirth Brandjack is a must-read (and enjoyable read) for any professional involved in

corporate/brand image strategy and management, from CEOs and other senior managers to everyone in P.R. and marketing. It is also a very interesting and entertaining read for anyone else interested in image strategy, social media, and corporate and consumer communications generally. Langley's writing is concise and brisk, enabling rapid review of an exceptional number of case studies. Insights are clearly conveyed and easily absorbed via the efficient format of brief case studies with each case followed by lessons learned, including bullet-pointed "did right", "did wrong", and (where fitting) "could have done differently."

Containing 90+ case studies including BP, Beyoncé, Pizza Hut and Chrysler, this is the first book to analyze brandjacking - when organizations lose control of their brand's image online. Combining crisis communication and social media, this book charts the trend's growth, offering advice to those who find themselves at the mercy of brand pirates.

'Brandjack is a book whose time has come. Thanks to Quentin's exhaustive research and insightful analysis, the book you're holding now is the one source you need to protect what is likely the most valuable asset you own in the digital age your brand. Read Brandjack and you'll be ahead of the curve in this brave new world.' - Jim Holtje, author of *The Power of Storytelling* and former speechwriter at Siemens, MasterCard and McGraw-Hill; Adjunct Professor at New York University "Who knew about 'Brandjacking Pirates'? Clearly, Quentin Langley did and now he's shared valuable insights into this 'hot new craze' the dark side of social media and our fallen angels." -John Paluszek, Senior Counsel at Ketchum; former President of the Public Relations Society of America: Past Chair, Global Alliance for Public Relations and Communication Management 'Quentin Langley combines analytical skill with insightful writing to produce an important book. It deserves to be read by every brand manager, ad exec and marketer who wants to understand the perils and contours of the digital revolution.' -Paul Richards, author of *Be Your Own Spin Doctor* 'Brandjacking isn't some fleeting trend or agency-created theoretical framework - it's a reality of today's communications landscape. Quentin Langley understands that. And this book will help you understand it as well.' - Brian Reich, author of *Shift and Reset* "An insightful, thorough and very modern analysis of public relations in the digital age. Armed with real life case studies, Langley shows that no brand, no matter how established, can rest on its laurels." -Gareth Evans, Communications Public Affairs Manager, Google 'In Brandjack Quentin Langley has collected and analysed an astonishing array of crises in which businesses, politicians and celebrities struggle with problems that were literally unimaginable just a few years ago. People are held accountable for the business practices of their suppliers thousands of miles away. A lone disgruntled customer can build a cult following and panic investors. YouTube, Twitter and Facebook have created challenges which ought to scare anyone in a leadership position. But in this book Quentin has at least started to show we can respond to this new world, and that is something of enormous value.' -Jonathan Huneke, Vice President, Communications Public Affairs at United States Council for International Business "Social media have changed everything in PR, public affairs and politics. This collection of case studies is remarkable for the insight it brings to such a wide range of issues". -Lionel Zetter, Director, Public Affairs Asia; Past President, Chartered Institute of Public Relations; author of *Lobbying: The Art of Political Persuasion* 'There are many good communicators in public relations and quite a few with strategic capabilities ... but very few also with the analytical skills that Quentin Langley brings to the business, making him highly focussed, objectives-driven, creative - and a fine trainer and educator' -Roger Haywood, Past President, Chartered Institute of Public Relations; Past Chair, Chartered Institute of Marketing "Brandjack serves as a master encyclopedia of some of the most provocative and controversial brand incidents we've seen. Anyone in social media, PR, or brand management could especially take the book's learnings to heart." - Dan Goldgeier, AdPulpAbout the Author Quentin Langley is a PR professional with international practitioner experience and a strong record in team building, coaching and mentoring. He works at the interface of academia and business, especially with regard to research into social media and crisis management. He is Senior lecturer in Marketing, University of Bedfordshire Business School, a fellow of CIPR, the co-author of *Key Concepts in Public Relations* and the Editor of *Brandjack News*. Quentin has more than two decades experience in PR, including working in the Global Media Relations team at Shell International and being Head of Global PR at Knight Frank. He is Fellow of the Chartered Institute of Public Relations and former Chair of CIPR International. He has published a number of articles in media industry press.