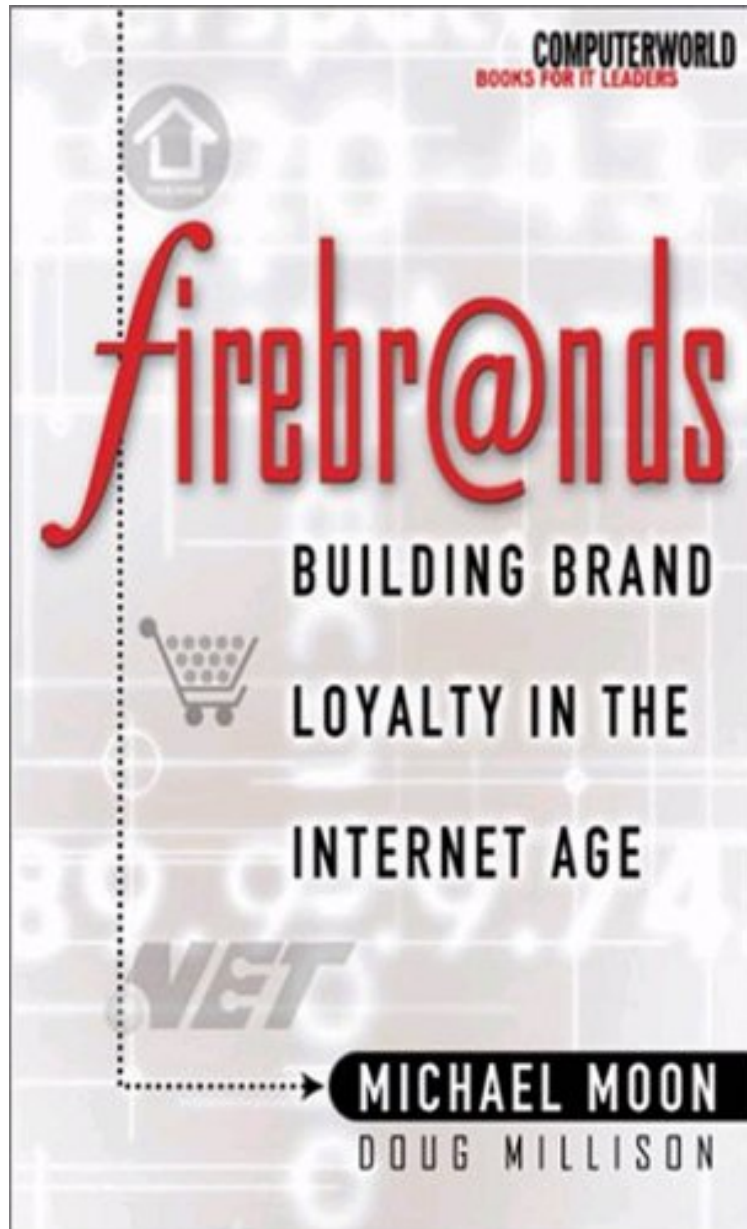


Firebrands: Building Brand Loyalty in the Internet Age (Computer World It Leaders)

Doug Millison, Michael Moon

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Doug Millison, Michael Moon : Firebrands: Building Brand Loyalty in the Internet Age (Computer World It Leaders) before purchasing it in order to gage whether or not it would be worth my time, and all praised Firebrands: Building Brand Loyalty in the Internet Age (Computer World It Leaders):

3 of 5 people found the following review helpful. A must have -- no one understands this space better!!!By toddlo79No one understands branding in the digital space better than Michael Moon. If you work in this space, this book should be your bible...4 of 6 people found the following review helpful. Beyond the Frontiers - A genetic approach to the BrandBy Robert Nuelle JrAs the Chief Technical Officer of a Texas based e-services and print communication firm, I live in this interactive brandspace on a daily basis. The problem with this brave new world of pixels is simply that much is said and much is written but little intelligent communication occurs. I find the innovative and far reaching approach taken by Michael Moon to be the de facto foundation for the next "big thing".The approach that one must take to these new media spaces and channels is not readily discernible from the clearly defined trails blazed in the more traditional areas of branding. This new territory is as different as the Earth is from the Moon [no pun intended]. The book travels beyond the areas marked as "unknown - there be dragons here" and opens a clear and understandable path into formerly mysterious areas.What we need out here in the field is less hype and more substance. Firebrands is a rational, ground breaking treatise on the evolution of Branding. This is a pivotal work that serves as a wonderful deskside companion, as indispensable to me as my spell checker or my browser.Michaels' best practices mental evolution from the time of the Jeff Martin led Digital Brand Building Seminars of the mid-90's to this opus show an extraordinary depth and breadth of thought and research . The Firebrands book is the Gray's Anatomy of Brand "science".As my company moves forward with ground breaking, market defining services in the area of brand guaranty we will continue to consult the Firebrands roadmap. We anxiously await any follow-up materials that might come from this mind trust.Be warned - this is not a shallow pop-business, executive book of the hour read. This is a genetic level approach to a new mindset. It must be read slowly, deliberately, and with a totally open mind. The graphics are not simply illustrative they are literally a book unto themselves. Read this brandspace atlas one chapter at a time, review the graphics, and with time and reflection you will understand.0 of 0 people found the following review helpful. Setting your brand on fire.By frumiousbThere are so many books on the market that discuss the concept of 'brand' from so many different points of view, that it's difficult to sort out the good from the bad. This is one of the good ones.Moon and Millison define the basic concepts around brand. They explain in clear buzzword-light language what influences the growth and positioning of a brand. Finally, they provide ample and well-explained pointers to further reading to help understand some of their basic ideas more clearly.As a consultant working for a systems integrator, one of the things that impressed me the most was the focus on execution. Many books about branding seem to imply that the technical details are irrelevant to brand success, but _Firebrands_ makes the point that a relationship with a customer only has brand value when supported by appropriate policies, training, and technical infrastructure. This is a message that can't be, IMO, repeated often enough.Well worth the time to read.

This book explains digital branding and how to implement it in the current marketplace.

From the Back CoverDigital Branding and Implementation in Today's Marketplace. . The Internet and eCommerce have brought a myriad of changes for both consumers and businesses. Consumers are benefiting from a wide, even overwhelming, number of choices, as well as the convenience of purchasing all kinds of products with the click of a mouse. Companies are faced with increasing levels of pressure to win customers during a short window of time online. That is why creating a strong Web presence and building a trusted, instantly recognizable brand is crucial in today's fast-paced e-marketplace. . . Firebrands unveils beginning-to-end strategies for strengthening your company's brand online and building customer loyalty. Focusing on two dozen case studies including IBM, Yahoo!, FedEx, and .com, and offering an in-depth explanation of digital branding, this insightful book illustrates some of the best practices carried out by today's top online brands. Expert authors Michael Moon and Doug Millison identify and analyze branding successes and failures and provide a roadmap for implementing effective brand strategies. In today's ever-changing digital environment, this book is an invaluable tool for anyone interested in understanding what makes eBusiness work.About the AuthorMichael Moon is the co-founder and president of GISTICS Inc, an internationally renowned research and executive education firm. He and his firm track key developments related to the interactive corporation and its four disciplines: electronic commerce, digital branding, samrt media, and process management. He delivers a series of executive seminars, workshops, and Web-based tele-seminars in North America and abroad and advises major international corporations on strategies for branding, eCommerce, and rapid market entry into technical markets. . . Doug Millison is a freelance writer and editor based in the San Francisco Bay Area. In the early 1990s he helped shape the interactive media designer and developer community as co-founder and editor-in-chief of the pioneering magazine, Morph's Outpost on the Digital Frontier. More recently, he co-authored a best-selling book for Web designers and developers, Creating Killer Web Sites, Second Edition.