

Branding unbound: the future of advertising, sales, and the brand experience in the wireless age

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Abstrak

Camera phones, car GPS locators, EZ-pass, and similar advances are the height of convenience, but the technologies behind them are also powerful tools for major cutting-edge marketing. McDonalds, Starbucks, Wal-Mart, Prada, and other top marketers are using an array of wireless technologies to transform the way consumers experience the brands they know and trust. Growth is so explosive that the wireless marketing industry is expected to be worth \$33 billion dollars globally by 2007. Branding Unbound is the first book to explore the huge opportunities--and challenges--of this revolution. Written for nontechnical readers, this book features:

The five strategic advantages of "m-branding" - The six steps to effective wireless advertising - The top trends in creating consumer-driven wireless retail experiences - Critical success factors for "mobilizing" the sales force.