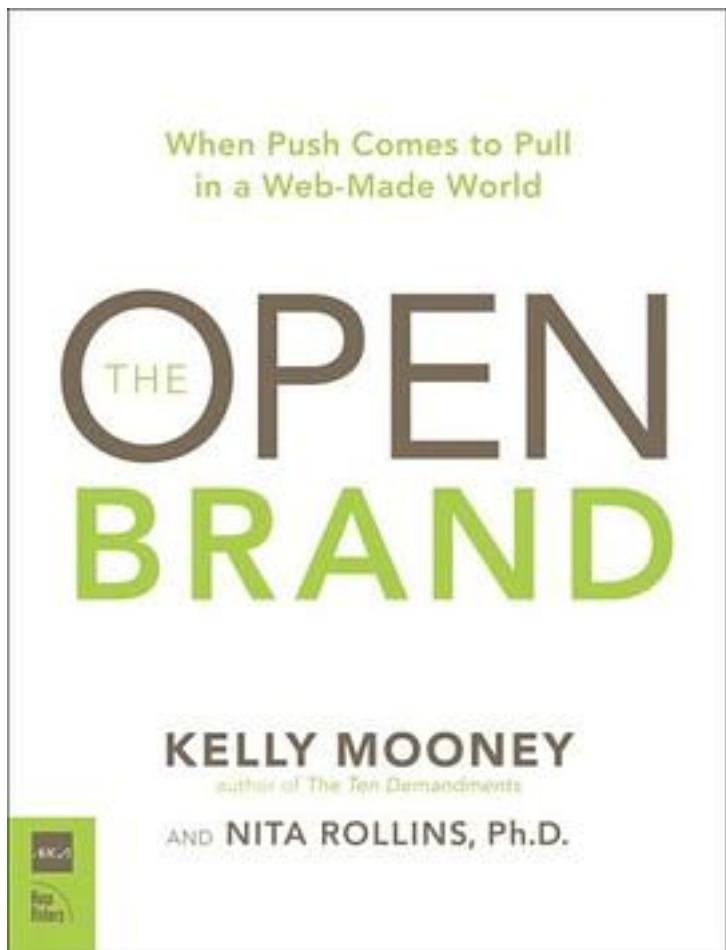


The Open Brand



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Many of the best brands today are of geek pedigree, powered by the technologies, traits and trends of the ascendant digital channel. Amidst the decline of mass marketing, push marketing tactics have been superseded by new forms of influence.

These include the creating, sharing and influencing behaviors of an online population no longer content merely to consume, and the potent pairing of digital notoriety and network effects, which has given rise to the icitizenry.

From these sociocultural forces emerges a radical business imperative: to open up to consumer involvement in a brand's messages and offerings. Published under Peachpit's New Riders imprint in partnership with AIGA Design Press, *The Open Brand* illuminates both the risks and immense rewards of doing so, and describes the essential consumer experiences that are requisite for cultural relevance—On-demand, Personal, Engaging, and Networked experiences, representing the chief values of the web-made world.

作者介绍:

目录:

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标签

广告

brand

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business

网络营销

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wishlist

design

评论

Partially true but a little bit overstates the effects of Web 2.0. Not really applicable to domestic markets since the Internet here is still highly censored and regulated. Also a little too colloquial in the sense that he sort of jokes around. 总之就是有点啰嗦。

图书的编排和不少图表都很有趣，不过不少观点感觉已经不新鲜了，大概是自己天天接触这一块的缘故吧。这本书对网络品牌营销和消费者使用习惯做了一个相对全面的整理。

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书评

“你的品牌够open吗” 看的中文版，比英文版晚了3年
早些看的话，会对趋势的研判更有用 不过现在也还很有指导价值
毕竟线上营销的浪潮还在翻滚，下一个趋势又是什么？

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