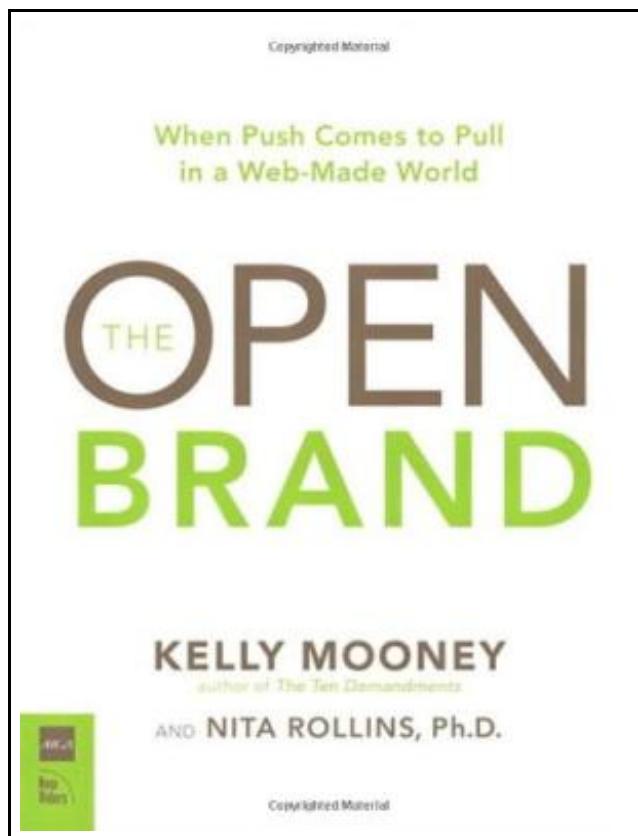


## The Open Brand: When Push Comes to Pull in a Web-Made World



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Pearson Education (US), United States, 2008. Paperback. Book Condition: New. 183 x 152 mm. Language: English . Brand New Book. 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 Amidst the decline of mass marketing, push marketing tactics have been superseded by new forms of influence.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.

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