



# Branded!: How Retailers Engage Consumers with Social Media and Mobility

*Bernie Brennan, Lori Schafer*

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Written through the eyes of retail and technology executives, Branded! explores retailers who are successfully implementing social media and mobility strategies.

Market-leading retailers are engaging technology-savvy customers through social media and mobility. Branded! reveals how these digital communication channels are an extension of a retailer's culture and strategy resulting in building brand equity. Comprehensive reviews of Starbucks, Zappos, Wet Seal, Macy's, 1-800-Flowers.com, JCPenney, Pizza Hut and Best Buy are featured. Branded!:

- Provides a clear review of social media as well as the rapid changes in the development and use of mobility.
- Demonstrates why retailers cannot 'wait and see', and must move rapidly
- Shows how each company's social media and mobility initiatives are based on the individual personality of the company.
- Discusses sophisticated analytic tools that enable retailers to measure their performance and make informed decisions on the data

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