DESCRIPTION

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 though 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

ABOUT THE AUTHOR

Bernie Brennan is a consultant and investor in retail-related technology. He has served in a number of roles over thirty years in the retail industry, with seventeen of them as Chairman and CEO of Montgomery Ward, Sav-A-Stop Inc., and Household
Merchandising. Brennan is a former Chairman of the National Retail Federation and earned the Gold Medal Award as Retailer of the Year.

**Lori Schafer** is the Executive Advisor for Retail at SAS Institute. Schafer, an entrepreneur with twenty-five years of experience in retail and consumer-packaged goods' technology, began her career at The Procter & Gamble Company. She was CEO of Marketmax, Inc., prior to its acquisition by SAS in 2003 when she became Vice President of SAS Global Retail. She serves on the board of directors of several retail and technology companies as well as the National Retail Federation.

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