

Hi-Tech Hi-Touch Branding: Creating Brand Power in the Age of Technology



There's branding and there's high-tech branding and the differences are enormous. The authors do a great job in isolating the many important principles of branding in an increasingly high-technology world. Al Ries Chairman, Ries & Ries Co-author, *The 11 Immutable Laws of Internet Branding* The internet and e-commerce have inspired phenomenal changes in the business world, but at least one thing has remained constant: the importance of building a strong brand. Ed Zander President, Sun Microsystems, Inc. Building a strong consumer brand has always been a monumental task. But, never more so than today, with the explosion of technology, innovation and communication. Paul Temporal has taken a pragmatic and credible approach to suggesting how this effort can be tackled, through his reiteration of basic branding principles, to his reliving case studies of companies which point the way forward. Along the way, he reminds us that branding is all about building a long-lasting and meaningful relationship with consumers. Aaron Boey Vice-President, Marketing Philips Consumer Electronics, Asia-Pacific & Middle-East Paul Temporal and KC Lee offer us a book full of thought-provoking views and case studies relevant to Internet-Age companies. Insightful and informative, this book challenges you to think through every element of your online branding and customer experience. It is a useful read for any executive who is in charge of brand strategy development and management. Jay Sibel Vice-President, Communications and High Technology Practice A.T. Kearney In the hi-tech age, building and sustaining great brands are even more critical than ever. The strength of the brand is the only differentiator in a world of connected and knowledgeable customers. Steve Ballmer President, Microsoft

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