

# United Breaks Guitars Case

**Tobias Bleicker**

*United Breaks Guitars* John Deighton, Leora Kornfeld, Harvard Business School Publishing Corporation, Harvard Business School, 2011 A Harvard Business School case studies detailing Dave Carroll's use of YouTube to pressure United Airlines to making right a situation in which his guitar had been damaged at Chicago's O'Hare airport.

Real-Time Marketing and PR David Meerman Scott, 2011-12-01 Launch effective real-time communications to win in today's always-on world Gone are the days when you could plan out your marketing and public relations programs well in advance and release them on your timetable. Real time means news breaks over minutes, not days. It means companies develop (or refine) products or services instantly, based on feedback from customers or events in the marketplace. And it's when businesses see an opportunity and are the first to act on it. In this eye-opening follow-up to *The New Rules of Marketing and PR*, a BusinessWeek bestseller, David Meerman Scott reveals the proven, practical steps to take your business into the real-time era. Find out how to act and react flexibly as events occur, position your brand in the always-on world of the Web, and avoid embarrassing mistakes and missteps. Real-Time Marketing and PR will also enable you to: Develop a business culture that encourages speed over sloth Read buying signals as people interact with your online information Crowdsource product development, naming, and even marketing materials such as online videos Engage reporters to shape stories as they are being written Command premium prices by delivering products at speed Deploy technology to listen in on millions of online discussions and instantly engage with customers and buyers Scale and media buying power are no longer a decisive advantage. What counts today is speed and agility. While your competitors scramble to adjust, you can seize the initiative, open new channels, and grow your brand. Master Real-Time Marketing and PR today and become the first to act, the first to respond, and the first to win!

Digital Product Management Boon Kee Lee, 2025-04-25 Focusing on operational excellence, this book will take readers through the practicalities of product development, market launch, and ongoing product support. Building on the strategic foundation from Volume 1, *Digital Product Management: Strategic Planning and Market Opportunity*, this volume emphasizes executing product strategies in real-world contexts. The book covers key methodologies such as agile development, product lifecycle management, and data-driven decision-making. Topics include marketing strategies, sales channel management, customer engagement, and optimizing digital experiences. It also delves into product analytics, customer retention, and

feature adoption. With chapters on building a product operating model and scaling product operations, the volume emphasizes how organizations can drive continuous improvement and ensure alignment across teams. Ethical leadership and continuous innovation are also explored, highlighting the critical role of ethics in digital product management. This book is an essential resource for product managers looking to refine their skills in execution, cross-functional collaboration, and operational growth as well as for professionals aiming to combine strategy with practical delivery. It is particularly useful for those responsible for managing the development, launch, and support of digital products, ensuring products not only meet market needs but also evolve with customer expectations.

*Social Commerce* Efraim Turban, Judy Strauss, Linda Lai, 2015-11-17 This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways: Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs) Supplementary text in marketing, management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing, management and information management The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management; and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

**Rutgers Computer & Technology Law Journal**, 2012

Attention All Passengers William J. McGee, 2012-06-26 A Fast Food Nation for the airline industry, *Attention All Passengers* is a shocking and important exposé revealing the real state of the “friendly skies” in which we fly. Award-winning Consumer Reports travel journalist William McGee, a former editor of the Consumer Reports Travel Letter, spent nearly seven years in airline flight operations management, and what he learned was less than uplifting. From TSA power grabs and an endemic lack of oversight to legislative battles and lobbying boondoggles to antiquated flight patterns and outsourced maintenance workers, the airlines and the Government are in cahoots, conspiring to turn a profit any way they can, no matter who has to pay the price. A provocative and hard-hitting call to action, *Attention All Passengers* will explode all our previous misconceptions about the airline industry.

**Computerworld**, 2009

*The Phoenix Encounter Method: Lead Like Your Business Is on Fire!* Ian C. Woodward,V. "Paddy" Padmanabhan,Sameer Hasija,Ram Charan,2020-10-27 A radical new leadership strategy to transform business as we know it—from a dream team of INSEAD professors and mega-bestselling author Ram Charan The business landscape is littered with the wreckage of companies that crashed and burned when an apocalypse came—in the shape of new competitive technologies, upstart entrants, demographic shifts, and new world orders. Who can feel safe in firestorm change? The authors of The Phoenix Encounter Method don't advise safety. In fact, their method of leadership thinking requires you to imagine burning your business to the ground—throwing yourself into a firestorm change—and turning the upheaval to your organization's advantage. It can then rise, phoenix-like, from the ashes, stronger and more powerful than ever. Written with a sense of urgency and purposefully radical provocation, The Phoenix Encounter Method represents the forward thinking of legendary business guru Ram Charan and professors from the senior global leadership program of INSEAD, one of the world's top graduate business schools. The resulting methodology, based on analysis of thousands of articles, studies, reports, and academic and business practice, was field tested in real-life Phoenix Encounters conducted with more than fifteen hundred senior executives—from startups and family businesses to legacy companies—representing a broad range of industry and sectors in both developed and developing economies. Whatever your sector or industry, if you're responsible for your organization's ability to use change as a transformative opportunity, you'll appreciate the dramatic impact The Phoenix Encounter Method will have on you, your leadership, and your organization.

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**Business Week** ,2009

**M & C Report** ,2010

Complete Catalogue of Sheet Music and Musical Works published by the Board of Music Trade, etc Board of Music Trade (UNITED STATES OF AMERICA),1870

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