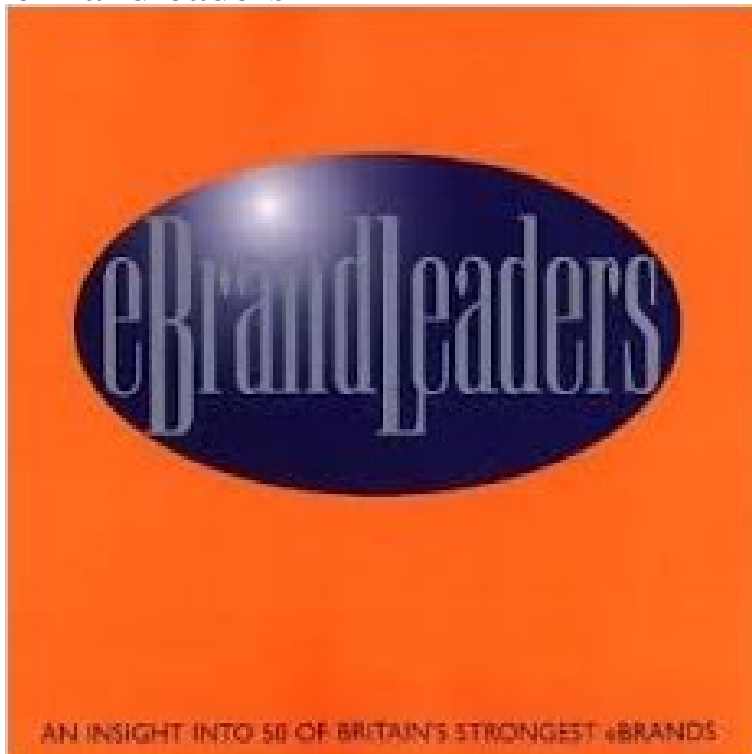


eBrandleaders



Superbrands explores the background, development, achievements and key management of 50 of the strongest internet-dedicated brands in Britain, highlighting their advertising, marketing and design successes as well as revealing enlightening findings. This unprecedented book is full of colour photographs, website images and inspiring design, making it essential reading and reference for anyone working or interested in internet marketing, advertising, design and PR. It will also appeal to consumers who are interested in learning more about the internet brands they interact with every day. The eBrandLeaders have been selected by the Superbrands eCouncil which boasts some of the most respected figures in the internet communications industry who are eminently qualified to judge what makes a brand an eBrandLeader. The book opens with expert comment from members of the eCouncil. eBrands featured include: 21store.com, Amazon, AOL, Ask Jeeves, Bargainholidays.com, beeb.com, blueyonder, chello, ColdFusion, deal4free.com, eBay, ebookers, Egg, Excite, Expedia, eyestorm, Financewise, Flash Player, flutter.com, Genie, GoJobsite, Interactive Investor, Jamba, Java, lastminute.com, MapQuest, marbles, Moonfruit, Moreover, MP3.com, MSN, MSN Hotmail, NetBenefit, NetNames, NewsNow, PIPEX, Popcorn, Priceline, RealNames, RealPlayer, Shockwave, Silicon, Sportal, Streetmap.co.uk, ThinkNatural, UK Online, UpMyStreet, Yahoo!, Yell.com and ZDNet UK.

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