Groupon Express

Philip Wolny

Discount Shopping Express Knowlt Express, Shelly Ross, 2016-02-05 Get on the EXPRESS for Discount Shopping Know How to Find Discount, Get Coupons, and Save Money Shopping Online and Offline Want to save money while shopping? Of course you do! Why? Because nobody likes to find their wallet or purse flat-out empty from all the joy or necessity of shopping...nor suffer the consequence of endlessly swiping the PLASTIC to the max on whatever they can get their hands on then waiting for the wrath of the credit card bill to drop on their doorstep only to regret with buyer's remorse, and now swimming in debt and hanging at the mercy of creditors. Finding bargains and deals may seem obvious - head to Google and click Search or go through the stack of mails and newspapers hoping to grab some coupons - but there is far more to the process than people realize. Also, still think getting the best bang for your bucks are exclusive at the big major retailers? Think again! That's the perception they create for you to shop there in the first place. When stuffs are perceived to be on sale, you just have to buy it, right? But are they really on sale? Because there are other secret underground mom-and-pop-like shops where less people know about that offer better outrageous deals. In order to save money shopping, you need to do what others don't do and look where others don't look...because whenever there is word of a goldmine, it will be over before anybody else has the chance to pick up a shovel. You need to approach discount shopping and bargain hunting from a different angle like how pro shoppers do. By taking the Discount Shopping Express, your destination includes: - How to get coupons the way nobody else is doing and very few know about. - How to determine and decide on the best place to buy whatever you're flooking for. - How to save money shopping like savvy shoppers do with insider shopping tips. - How to handle impulsive compulsive shopping process to always get the best deal!

Groupon, The Online Discount Phenomenon 50MINUTES.COM,2017-11-03 Find out how Groupon exploded around the world in just 50 minutes! The online deal marketplace Groupon was founded in 2008 in response to ordinary citizens' declining buying power during the global economic crisis. Its initial success was astounding: its early growth outstripped that of Google, Amazon and eBay, and its value reached \$1 billion just 17 months after its creation. However, cracks soon began to show as partners complained of being forced into loss-marking contracts and investors deserted the company in droves, causing its share value to plummet. In response, Groupon has taken steps to reinvent itself through its new marketplace and direct purchasing options, leaving many onlookers uncertain but cautiously optimistic about the site's future. In 50 minutes you will: • Find out about Groupon's business model and astonishing early successes • Understand the reasons for Groupon's decline and the steps taken to remedy it • Identify Groupon's competitors and the challenges facing the company in future ABOUT 50MINUTES.COM | BUSINESS STORIES The Business Stories series from the 50Minutes collection provides the tools to quickly understand the innovative companies that have shaped the modern business world. Our publications will give you contextual information, an analysis of business strategies and an introduction to future trends and opportunities in a clear and easily digestible format, making them the ideal starting point for readers looking to understand what makes these companies stand out.

Sports Marketing Michael J. Fetchko, Donald P. Roy, Kenneth E. Clow, 2016-11-03 For courses in Sports Marketing. Help students understand the business of sports through a practitioner's perspective. Written from the perspective of those who've been actively involved in the sports business, Sports Marketing addresses business and marketing issues pertinent to sports as observed by the practitioners and scholars themselves. Through its extensive presentation of current information, this text also helps encourage students to get actively involved and engaged in the process of sports entertainment. Features: Present information from the field: A practitioner's approach. Most sports marketing texts are carfed using a marketing principles template. The organization and chapter themes of these texts are often too similar to Principles of Marketing texts. Sports Marketing strives to depart from that practice by focusing on important conceptual, strategic, and actionable areas of the sports marketing function. Practitioner contributions come from the author team, and a high caliber roster of successful sports executives from media, marketing, and other areas of sports business. Industry experts highlights. Each chapter features an industry expert. Each expert was selected based on his or her knowledge and provided input on chapter content. The Insider Expert feature that appears early in each chapter gives biographical information on the chapter's industry contributor. Sports presented. Put students' analytical skills into play: Critical thinking exercises, which are found throughout this text, require students to consider various situations faced by the sports marketers and sports executives. The end-of-chapter sports marketing cases put students in the role of decision maker, enabling students to apply knowledge and key concepts to business situations faced by actual sports brands. Expert insights. Each chapter concludes with Insider Insights, a question-and-answer feature with the chapter's industry contributor. In t

Groupon , 50Minutos.es,2018-01-04 Las dos caras de la fiebre de los cupones Este libro es una guía práctica y accesible para descubrir las claves sobre Groupon, que le aportará la información esencial y le permitirá ganar tiempo. En tan solo 50 minutos usted podrá: • Entender cómo se concibe Groupon, que nace en 2008 de la mano del joven empresario y músico Andrew Mason y dos experimentados empresarios que aprovechan la crisis estadounidense para abrir una página web que ofrece descuentos • Conocer el desarrollo de Groupon, que logra un éxito abrumador durante sus primeros años de vida para después desmoronarse poco a poco en razón de la falta de estabilidad de su modelo de negocio • Identificar los puntos débiles del Groupon, que ha provocado que algunos pequeños comercios se vean obligados a echar el cierre por una mala gestión de las reducciones y los volúmenes de venta SOBRE 50MINUTOS.es | Economía y empresa 50MINUTOS.es le ofrece las claves para entender rápidamente las principales teorías y conceptos que rigen el mundo económico actual. Nuestras obras combinan teoría, estudios de caso y múltiples ejemplos prácticos para que amplíe sus competencias y conocimientos sin perder tiempo. iDescubra en un tiempo récord las claves para el éxito de su negocio!

Groupon's Biggest Deal Ever Frank Sennett,2012-06-05 The inside story of the meteoric rise of Groupon from startup to \$30 billion online giant and the audacious genius behind it, founder Andrew Mason In late 2010, Groupon made an incredible gamble. Rather than take Google's \$6 billion buyout offer, founder Andrew Mason turned the search giant down and decided to go it alone. The experts thought he was insane. Groupon was little more than two years old and staffed from top to bottom with twenty-somethings. The wild ride couldn't last, but Mason thought otherwise, and with knowledge of a possible IPO he liked his odds. A discount service that offers a deal a day at local merchants in countless cities in more than forty-three countries, Groupon is the fastest-growing company in Internet history and is as committed to innovating a new model for commerce as it is to creating an office culture and editorial voice based on radical transparency and absurd humor. Groupon's Biggest Deal Ever is the exclusive and unparalleled account of the incredible rise of discount giant Groupon and the compelling story of its offbeat founder Andrew Mason as he created a juggernaut of online commerce and ignited a consumer revolution.

How to Become a Millionaire Entrepreneur Starting from Scratch Dario Abate, 2014-12-01 Do you want to be rich? Do you want to be successful creating something on your own? Become boss of a company with many employees? In one word, do you dream of becoming a great entrepreneur? Here, this is the book for you. Written by a true entrepreneur, this book will give you an emotional jolt in motivational terms, baring you to make you understand who you are and what you really want. After he has get you going and motivated as a true coach, the author will explain in detail tricks and secrets to create a successful business from

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Strategic Integrated Marketing Communications Larry Percy, 2023-03-03 This book provides a disciplined, systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications (IMC) programme. Throughout, attention is paid to balancing theory with practical application, how to successfully implement theory for effective communication. Step-by-step, knowledge and understanding builds through the book, starting by laying a foundation to provide context, looking at the role of IMC in building brands and strengthening companies. The book then considers what goes into developing and executing effective messages, and how to ensure that they are consistent and consistently delivered, regardless of media. A detailed, practical overview of the strategic planning process is provided, illustrated by numerous examples and cases, along with 'desktop' tools and worksheets for developing and implementing an IMC plan. The 4th edition of this classic textbook has been fully updated throughout, and includes: Updated and expanded coverage of digital media, including issues relating to privacy and media strategy New sections on setting campaign budgets, brand architecture, target audience action objectives, social marketing communication, and such practices as gamification and experiential marketing Extended content on international advertising and shared cultural values The introduction of a channels-based typology of marketing communication Updated international examples and case studies throughout. A comprehensive and accessible guide to the steps of planning and developing an effective IMC campaign, this book should be core reading for students studying Integrated Marketing Communications, Principles of Advertising, Media Planning and Brand Management.

Andrew Mason and Groupon Philip Wolny,2012-07-15 Started in Chicago, Illinois, Groupon has expanded to dozens of cities all around the world and has become an Internet sensation. Mason so billion-dollar idea has revolutionized e-commerce. Groupon has taken the good and the bad in stride, using setbacks, challenges, and competition to learn valuable lessons and improve its strategies for continued growth and worldwide expansion. It has revolutionized the ways in which we interact with our local economy, including our neighborhood businesses and merchants. This is the remarkable story of Andrew Mason and his billion dollar idea that is saving consumers around the world billions of their own dollars while providing a boost to recession-challenged local businesses. This volume includes Fact Sheets on Mason and Groupon, as well as an informative timeline.

Groupon le géant des prix réduits Charlotte Bouillot,50minutes,2016-01-05 Un guide pratique et accessible pour comprendre le succès de Groupon, le géant du coupon! Saviez-vous que Groupon, cette entreprise que toute personne à l'affût de bons plans a appris à connaître, est en réalité le fruit de la rencontre entre deux entrepreneurs et un jeune musicien créatif? Ensemble, ils ont su remettre le traditionnel coupon de réduction au goût du jour : en pleine crise du pouvoir d'achat, le bon devient numérique et génère une nouvelle expérience d'achat qui se partage sur les réseaux sociaux. Ce livre vous aidera à : • Comprendre la révolution qu'incarne Groupon • Connaître les dessous de la création de l'entreprise • Observer la stratégie récente de Groupon • Et bien plus encore! Le mot de l'éditeur : « Avec l'auteur, Charlotte Bouillot, nous avons cherché à présenter aux lecteurs les clés du business model de Groupon. Au travers de ce livret, le lecteur pourra découvrir les prémices de la société, les grandes étapes qui ont marqué son développement, ainsi que ses efforts actuels pour contrer la concurrence. » Laure Delacroix À PROPOS DE LA SÉRIE 50MINUTES | Business La série « 50MINUTES | Business » fournit des outils pour comprendre rapidement de nombreuses théories et les concepts qui façonnent le monde économiques d'aujourd'hui. Nous avons conçu la collection en pensant aux nombreux professionnels obligés de se former en permanence en économie, en management, en stratégie ou en marketing. Nos auteurs combinent des éléments de théorie, des études de cas et de nombreux exemples pratiques pour permettre aux lecteurs de développer leurs compétences et leur expertise.

Unofficial Guide to Universal Orlando 2020 Seth Kubersky, 2019-12-17 THE Comprehensive Guide to Universal Orlando The Unofficial Guide to Universal Orlando by Seth Kubersky is packed with detailed, specific information on every ride, show, and restaurant in the resort, including insider details on Harry Potter's Hogsmeade and Diagon Alley, as well as the new waterpark Volcano Bay. Compiled and written by a former Universal Orlando employee and based upon decades of research from a team whose work has been cited by such diverse sources as USA Today and Operations Research Forum, The Unofficial Guide to Universal Orlando provides step-by-step, detailed touring plans that allow you to make the most of every minute and dollar during your Universal Orlando vacation. The guide includes info on where to find the cheapest Universal Orlando admission tickets, how to save big on Universal on-site hotel rooms and skip the regular lines in the parks, when to visit Universal Orlando for the lightest crowds, and everything else you need to know for a stress-free Universal Orlando experience.

Essential Law for Marketers Ardi Kolah,2013-01-03 Essential Law for Marketers doesn't assume any prior knowledge and has been designed to make UK and EU laws and regulations accessible for marketers at all levels. Jargon-free and easy to follow, it's widely acknowledged by professional bodies and legal experts as a masterful digest of all the main legal principles that need to be understood by sales and marketing professionals working in Europe. Written by one of the world's leading experts of sales and marketing law, this updated second edition of Essential Law for Marketers helps steer the reader through the legal minefield and provides unique strategies for using the law as a sales and marketing weapon in order to achieve competitive advantage. It covers making agreements; making statements in sales and marketing; legal barriers to market entry; legal requirement for sales and marketing activities; direct marketing and direct selling; EU Privacy and Electronic Communications Regulations; sales and price promotions; prize promotions and incentives and sponsorship and hospitality.

Digital Revolutionaries Who Have Change The World Kalyani Mookherji,2017-01-01 The invention of the transistor; the earliest computing machines; the World Wide Web and its evolution into the internet marked the high points of this part of the digital revolution. These inventions changed the way people worked; studied as well as sought information and of entertainment. These inventions transformed entertainment; socializing; commerce; politics and studies in ways that would hardly be conceivable a generation back. The next major stage in the digital revolution was the arrival of mobile devices; starting with the cellphone in 1973. Eventually this led to the development of tablets and smartphones where a significant feature is the integration with internet as well as online products and services. This has; in turn; opened up the scope for business; networking – both social and professional – and entertainment as never before. Not surprisingly a new breed of technology experts and entrepreneurs has sprung up to take advantage of this dynamic new medium. Greatest Digital Revolutionaries offers a brief glimpse into the work; achieve-ments and future plans of some such individuals who have significantly contributed to the fields of ecommerce; information technology and related businesses.

Business Model Innovation Allan Afuah, 2014-03-26 Rooted in strategic management research, Business Model Innovation explores the concepts, tools, and techniques that enable organizations to gain and/or maintain a competitive advantage in the face of technological innovation, globalization, and an increasingly knowledge-intensive economy. The book investigates how organizations can use innovations in business models to take advantage of entrepreneurial opportunities from: • Crowdsourcing and open innovation • Long Tails • Social media • Disruptive technologies • Less-is-more innovations • Network effects • Scarcity of

complementary capabilities The book also looks at the ways firms can use innovations in business models to exploit or defend against threats. With twelve supplementary cases to help readers apply the concepts and techniques, this book is a must-have for anyone looking to understand the fundamentals of business model innovation.

50 Digital Revolutionaries of the World Kalyani Mookherji, 2021-01-01 It's about all the greatest Digital revolutionaries – who have created a history in ecommerce and digital world. To name a few of the start-ups/companies – Groupon, Rakuten, Tesco, Alibaba, Walmart, Amazon and so on.

The Unofficial Guide to Universal Orlando 2021 Seth Kubersky,2021-01-12 Honest and Outspoken Advice from the Unofficial Experts The Unofficial Guide to Universal Orlando 2021 by Seth Kubersky is packed with detailed, specific information on every ride, show, and restaurant in the resort. The guide includes info on where to find the cheapest Universal Orlando admission tickets, how to save big on Universal on-site hotel rooms and skip the regular lines in the parks, when to visit Universal Orlando for the lightest crowds, and everything else you need to know for a stress-free Universal Orlando experience. Comprehensive reviews: Indepth critical assessments of every attraction, including the new Bourne Stuntacular Touring plans: Patented, field-tested touring plans that literally save you hours in line Hotel recommendations: An up-close look at each Universal resort hotel and how to get the most out of on-site benefits such as Early Park Admission Dining guide: Ratings and reviews of more than 80 restaurants, including all full-service eateries at the parks and at CityWalk COVID-19 updates: Details on how social distancing measures have impacted the Universal Orlando Resort Invaluable advice: Best times of year to visit and how to get around the lines, with details on Universal's exciting seasonal events such as Halloween Horror Nights and Mardi Gras The Wizarding World of Harry Potter: Complete coverage of Hogsmeade and Diagon Alley, with updated tips for experiencing Hagrid's Magical Creatures Motorbike Adventure Sneak peeks: Learn about the new Jurassic World VelociCoaster More than 6 million Unofficial Guides have sold!

Start Your Own Online Coupon or Daily Deal Business Rich Mintzer,/ Entrepreneur magazine,2013-09-17 The online coupon and daily deal industries are booming as people from all socio-economic groups are seeking deals and discounts in these trying economic times. The experts at Entrepreneur deliver the startup details behind this hot opportunity and show eager entrepreneurs how to cash-in on internet-savvy savers. Unlike old-school design your own coupon book titles, this book moves straight into computer technology and proceeds to the latest trend in couponing . . . apps, which provide deals to mobile users in any location. Many daily deal businesses do not work to enhance the experience for their merchants. Readers, however, can learn how to do so. Experts in the industry are also included such as Marc Horne, co-creator of Daily Deal Builder, who discusses what it takes to build a daily deal site, David Teichner, CEO of Yowza!! who brought deal apps to iPhones and several business owners who have tried their luck at running daily deal. They discuss what they have learned from the process. Currently there are few, if any, other books on how to start a daily deal business and the coupon books focus on how to use coupons and even on extreme couponing, but not on running an online coupon business. This is a unique title which provides those who enjoy offering deals and discounts to get started in an industry that is still growing.

Online Coupon or Daily Deal Business Rich Mintzer, Entrepreneur magazine, 2013-09-16 Unlike old-school "design your own coupon book" titles, this book moves straight into computer technology and proceeds to the latest trend in couponing... apps, which provide deals to mobile users wherever they may be. Of particular interest are the sections describing how to make a splash in the highly lucrative, but also competitive daily deal segment of the market, where Groupon and LivingSocial reign supreme. Included within, readers will how to: *Build an online network of followers which can translate into customers *Attract merchants *Join affiliate coupon or daily deal programs *Find your niche market *Create an aggregator site, in which you present the best of the best from daily deal or coupon websites. *Market your coupon or daily deal site through the social media Of particular interest is a chapter devoted to working closely with your merchants to provide coaching and guidance on how the daily deal industry works from their perspective. Many daily deal businesses do not work to enhance the experience for their merchants. Readers, however, can learn how to do so. Experts in the industry are also included such as Marc Horne, co-creator of Daily Deal Builder, who discusses what it takes to build a daily deal site, David Teichner, CEO of Yowza!! who brought deal apps to iPhones and several business owners who have tried their luck at running daily deal. They discuss what they have learned from the process. Currently there are few, if any, other books on how to start a daily deal business and the coupon books focus on how to use coupons and even on extreme couponing, but not on running an online coupon business. This is a unique title which provides those who enjoy offering deals and discounts to get started in an industry that is still growing. All Entrepreneur Step-By-Step Startup Guides Include:

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The Impulse Economy Gary Schwartz,2011-11-01 We live in a world where our mobile devices have become extensions of ourselves. We depend on them for instant connections to entertainment, social media, news, and deals. The phone has become our ticket, loyalty card, and catchall wallet. Networks are faster, phones are smarter, and the mobile shopper is ready to spend money now. What can a business do to maximize the mobile buying power of the new impulse consumer? Gary Schwartz has written a groundbreaking book that outlines the history of the mobile industry and shows just how businesses can build up their mobile platforms to maximize online sales. He'll explain: • How to minimize barriers between the shopper and a sale. • How marketers can connect and, more important, reconnect with loyal shoppers. • The technology available now—and what's coming soon—and how to pick a solution that will deliver results. But like Blink or Freakonomics, this isn't just a book for businesses. It's also an eye-opening look into the ways our economy is changing every second of every day. Gary Schwartz analyzes a phenomenon that's modifying people's actions and challenges our assumptions about our behavior as consumers. Anyone interested in the ways our behavior as shoppers is changing—and what we can do to better harness this opportunity—will find this book to be essential reading.

Controversies in Contemporary Advertising Kim Bartel Sheehan, 2013-07-18 Presenting a range of perspectives on advertising in a global society, this Second Edition of Controversies in Contemporary Advertising, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

The Unofficial Guide to Universal Orlando 2019 Seth Kubersky,2018-12-25 THE Comprehensive Guide to Universal Orlando The Unofficial Guide to Universal Orlando by Seth Kubersky is packed with detailed, specific information on every ride, show, and restaurant in the resort, including insider details on Harry Potter's Hogsmeade and Diagon Alley, as well as the new waterpark Volcano Bay. Compiled and written by a former Universal Orlando employee and based upon decades of research from a team whose work has been cited by such diverse sources as USA Today and Operations Research Forum, The Unofficial Guide to Universal Orlando provides step-by-step, detailed touring plans that allow you to make the most of every minute and dollar during your Universal Orlando vacation. The guide includes info on where to find the cheapest Universal Orlando admission tickets, how to save big on Universal on-site hotel rooms and skip the regular lines in the parks, when to visit Universal Orlando for the lightest crowds, and everything else you need to know for a stress-free Universal Orlando experience.

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