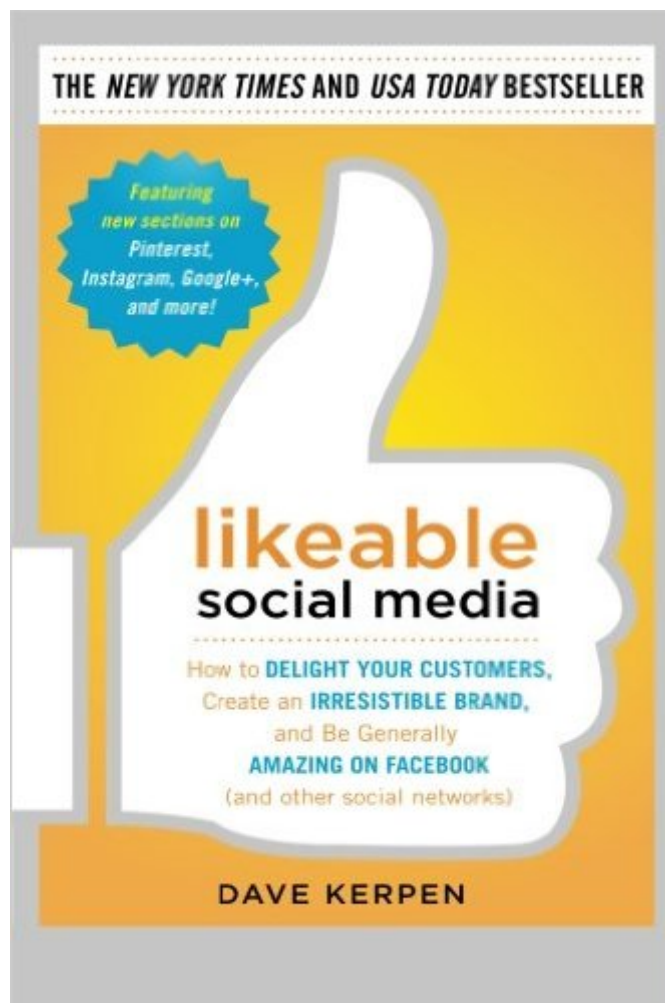


The book was found

Likeable Social Media: How To Delight Your Customers, Create An Irresistible Brand, And Be Generally Amazing On Facebook (And Other Social Networks)



Synopsis

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human " being likeable " will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking

Book Information

Paperback: 272 pages

Publisher: McGraw-Hill; 1 edition (June 7, 2011)

Language: English

ISBN-10: 0071762345

ISBN-13: 978-0071762342

Product Dimensions: 6.1 x 0.7 x 9 inches

Shipping Weight: 14.1 ounces

Average Customer Review: 4.7 out of 5 stars " See all reviews " (413 customer reviews)

Best Sellers Rank: #91,930 in Books (See Top 100 in Books) #37 in " Books > Computers & Technology > Business Technology > Social Media for Business " #69 in " Books > Computers & Technology > Internet & Social Media > Social Media " #93 in " Books > Business & Money > Small Business & Entrepreneurship > Marketing "

Customer Reviews

Dave Kerpen is cofounder and CEO of Likeable Media, an award-winning social media and word-of-mouth marketing firm with offices in New York, Boston, and Chicago. Likeable was named one of the best places to work in New York City by Crain's in 2012

[Download to continue reading...](#)

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks) Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) How to Create and Manage a Facebook Page: Creating and Managing a Facebook Page Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt Ultimate Guide to Facebook Advertising: How to Access 600 Million Customers in 10 Minutes (Ultimate Series) Facebook Cookbook: Building Applications to Grow Your Facebook Empire @>A Niche FB Readers, 200 Facebook groups to Promote your kindle romance books for free: Second Edition, FULLY updated for romance kindle books, 2016. (Facebook Guide for Authors) How to Advertise Your Perfume Shop on Facebook and Twitter: (How Social Media Could Help Boost Your Business) The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate (2nd Edition) Bravo! Best of Bridge Cookbook: Brand-New Volume, Brand-New Recipes (The Best of Bridge) Fan Fare! Best of Bridge Cookbook: Brand-New Volume, Brand-New Recipes (The Best of Bridge) The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Legally Branded (Brand law - Logos, Trade Marks, Designs, Copyright & Intellectual Property, Internet Law & Social Media Marketing) Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series) Become a Star 2016: Create Your TV Show Using Facebook Live Better Than Before: What I Learned About Making and Breaking Habits--to Sleep More, Quit Sugar, Procrastinate Less, and Generally Build a Happier Life The Happiness Project (Revised Edition): Or, Why I Spent a Year Trying to Sing in the Morning, Clean My Closets, Fight Right, Read Aristotle, and Generally Have More Fun No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing

[Dmca](#)