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Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver (Paperback)

By Dave Kerpen, Theresa Braun, Valerie Pritchard

McGraw-Hill Education - Europe, United States, 2012.

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a rock-solid business strategy, unlimited resources, and the

most talented people on staff. But only one thing is guaranteed

in today's hyperconnected society: if your business isn't

likeable, it will fail. Dave Kerpen knows how important it is for

a business to be liked-by customers, employees, stakeholders,

and the general public. He wrote the book on it. His

groundbreaking bestseller Likeable Social Media changed the

way businesses interact with their customers on a daily basis.

Likeable Business lays out 11 strategies for organizations of all

sizes to spur growth, profits, and overall success. Dave Kerpen

reveals the remarkable returns you'll get when you gain the

trust of your customers and stakeholders. In today's social

media world, it literally pays to be likeable. Likeable Business

helps any leader at a smaller mid-sized company increase

profits and spur growth by applying the 11 principles of

business likeability, such as: Listening - to customers,

colleagues, shareholders - and competitors; Authenticity -

because today's savvy customer always knows when you...



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