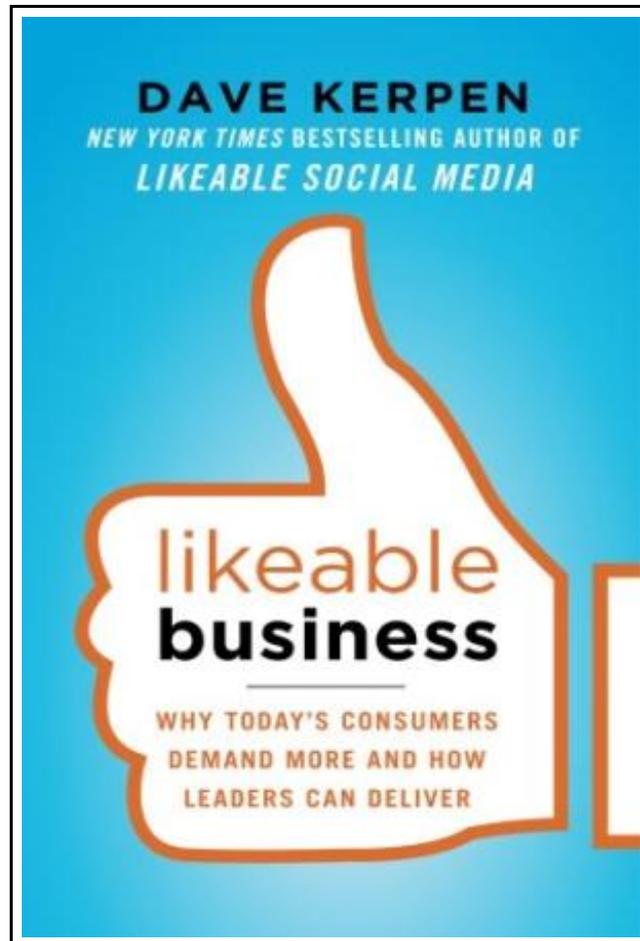


Likeable Business: Why Today s Consumers Demand More and How Leaders Can Deliver



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Most of these pdf is the perfect ebook available. It is actually rally intriguing throgh reading period. I am pleased to explain how this is actually the greatest ebook we have read within my personal life and might be he finest publication for actually.
(Prof. Dario Lang)

LIKEABLE BUSINESS: WHY TODAY S CONSUMERS DEMAND MORE AND HOW LEADERS CAN DELIVER



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McGraw-Hill Education - Europe, United States, 2012. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. It pays to be Likeable! You can have 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 re faking it; Transparency - honesty builds trust, and any deviation can destroy your reputation; Adaptability - managing change and finding new opportunities is critical to success today; Simplicity - in design, in form, and in function; Gratefulness - every thank you is appreciated .and generates surprising returns! Likeability spreads. As a business leader, you set the tone. Be likeable and your staff will be likeable - which in turn creates a more likeable customer experience. The blueprint for everlasting business likeability is in your hands. Apply Kerpen s basic principles day in and day out, and profits and growth...

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