



The Likeable Social Business

Dave Kerpen

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The Likeable Social Business

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The Likeable Social Business Dave Kerpen
TWO EBOOKS IN ONE

Likeable Social Media

THE NEW YORK TIMES AND USA TODAY BESTSELLER!

In *Likeable Social Media*, Dave Kerpen reveals the secrets to building a brand's popularity by being authentic, engaging, and transparent on Facebook and other social media sites. He shares the methods he has used to successfully redefine the brands of a number of large companies, including 1-800-FLOWERS and Cumberland Farms. Complete with serious strategies communicated with wit and humor, this book is the definitive source for using social media to win new customers, gather valuable feedback, and increase the bottom line.

“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

Likeable Business

Likeable Business lays out the eleven strategies small- and mid-sized companies can use to increase profits and spur growth. Kerpen explains how to ensure that every aspect of a business incorporates the elements of likeability, including transparency, accountability, responsiveness, and authenticity—and how they benefit business goals.

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This The Likeable Social Business book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is definitely information inside this publication incredible fresh, you will get info which is getting deeper a person read a lot of information you will get. This kind of The Likeable Social Business without we recognize teach the one who reading it become critical in imagining and analyzing. Don't be worry The Likeable Social Business can bring any time you are and not make your carrier space or bookshelves' become full because you can have it in the lovely laptop even telephone. This The Likeable Social Business having excellent arrangement in word as well as layout, so you will not feel uninterested in reading.

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