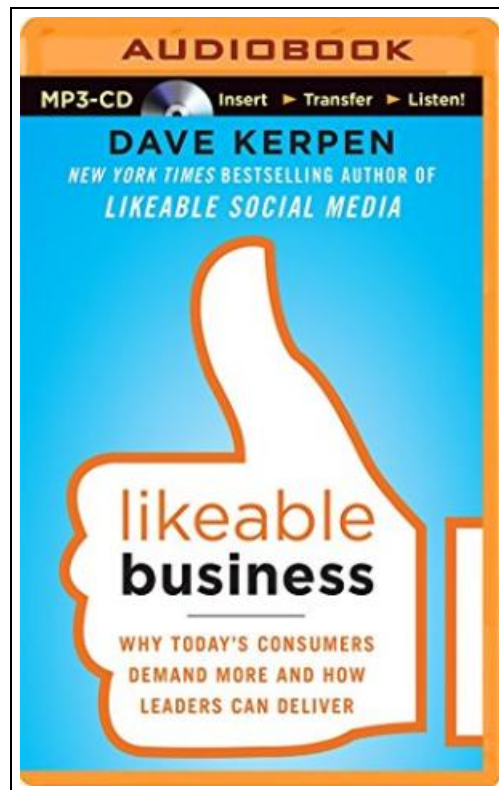


Likeable Business: Why Today s Consumers Demand More and How Leaders Can Deliver



Filesize: 8.73 MB

Reviews

It is one of my personal favorite pdf. Of course, it really is play, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Nicholas Ratke)

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



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McGraw-Hill Education on Brilliance Audio, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. 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 small or 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 are sure to follow.



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