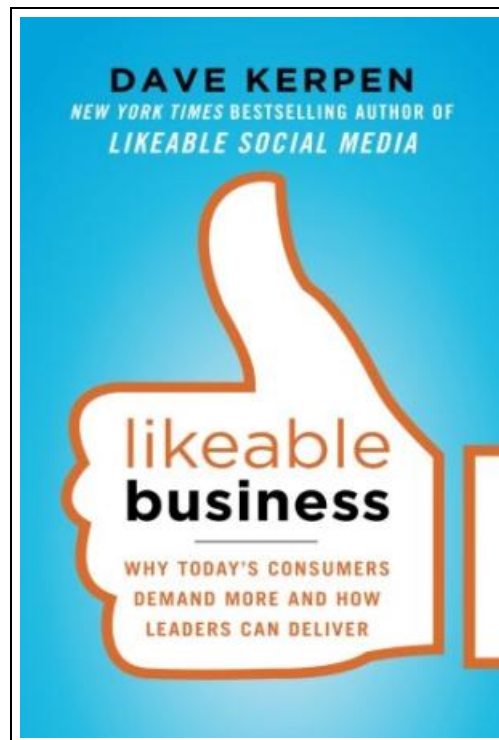


Likeable Business: Why Today s Consumers Demand More and How Leaders Can Deliver



Filesize: 7.9 MB

Reviews

*Completely one of the better pdf I have got possibly go through. I really could comprehend every little thing using this composed e ebook. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Torey Kreiger)*

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



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...



[Read Likeable Business: Why Today s Consumers Demand More and How Leaders Can Deliver Online](#)



[Download PDF Likeable Business: Why Today s Consumers Demand More and How Leaders Can Deliver](#)

Other eBooks



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

[Save ePub »](#)



Where Is My Mommy?: Children s Book

Createspace, United States, 2013. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This children s book is wonderfully illustrated. It has an awesome plot to...

[Save ePub »](#)



Owen the Owl s Night Adventure: A Bedtime Illustration Book Your Little One Will Adore (Goodnight Series 1)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. Professor of Modern English Literature Peter Childs (illustrator). 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Owen is...

[Save ePub »](#)



Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.The Children s Handwriting Book of Alphabets and Numbers provides extensive focus on...

[Save ePub »](#)



I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book

Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy...

[Save ePub »](#)