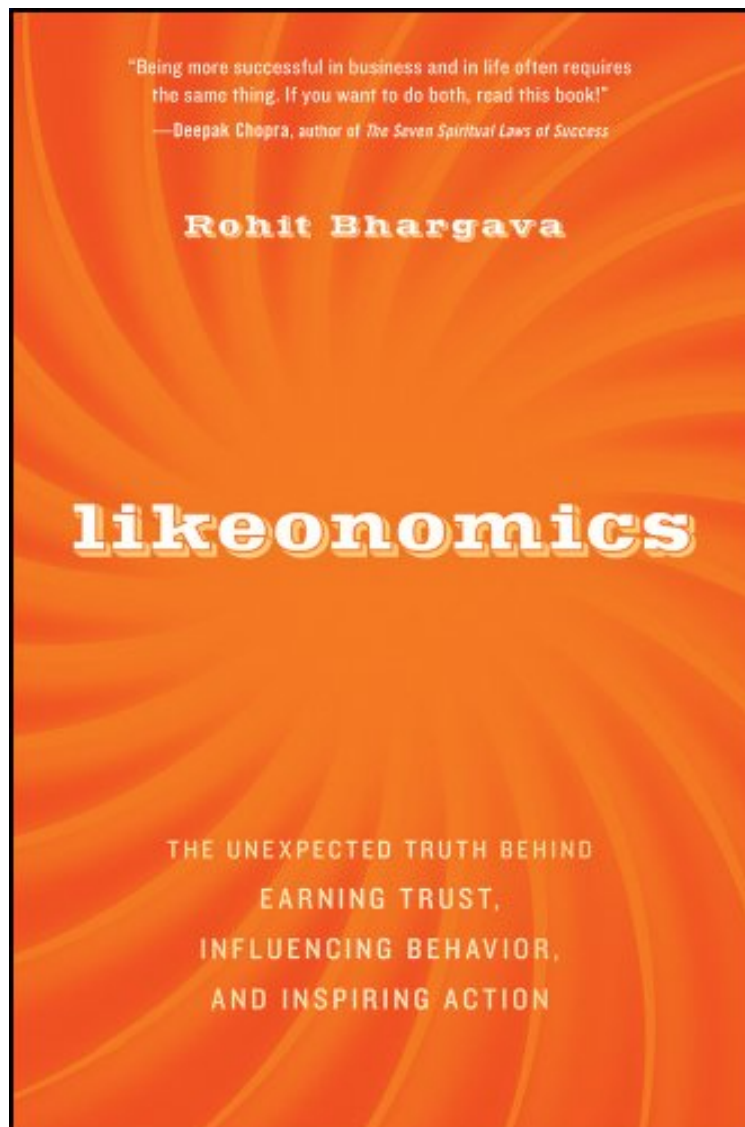


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Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action

Rohit Bhargava

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Rohit Bhargava : Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action before purchasing it in order to gage whether or not it would be worth my time, and all praised Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action:

3 of 3 people found the following review helpful. Not just hype, great practical advice with examplesBy CustomerI don't generally buy books that look to pop culture to me. Some of the malcolm gladwell stuff etc. is very entertaining,

but the storytelling doesn't allow you to objectively evaluate the authors point, and take something actionable away for your business life. Instead, it leads to lots of starry eyed junkies learning about all these "revolutionary" concepts that are cool, and valuable, but not always actionable. So, just having "likeonomics" - a play on the freakonomics bestselling title, I was scared that it would be the same. However, Rohit has very much surprised me. Like the "pop culture" books, Rohit emphasizes his points with stories, some of them a bit "off-topic", but all tie in very well to make his points. His practical examples are very useful, as they concretize the theoretical concepts he's proposing. (All of which I not only "agree to" - so far, but also have learnt from.) He also provides a summary of the points he was making with the stories, allowing you to follow the points he was making. His stories are also really great. He shows what "like" and "empathy" really mean. So far (1/3rd of the way through the book), I've used the book as a method to train and systemize his lessons across my team. We now do daily morning reviews of some of our key concepts that we stand for, and how we can implement that better in both broad and specific cases. Additionally, I've had numerous people stop by my desk as I had it out, as the book title caught their attention, and I had to tell them a brief synopsis of what the book is about, and what I've learnt from it. Thanks Rohit! You've made me a believer.

0 of 0 people found the following review helpful. More Stuff than Fluff By Randall G. Bretz Two things prompted me to purchase this book. It was recommended in a presentation on customer service I viewed and, frankly, I liked the title. Honestly, I thought there might be a tidbit or two of good information and the rest would be a lot of fluff. Boy, was I pleasantly surprised. There was definitely more stuff than fluff in this book. In fact, my highlights on my Kindle fill several pages. For example, here are just a few.

1. The big idea of this book is that being more believable requires making personal connections, building relationships and finding a way to be more likable.
2. the biggest factor in the popularity of TED and the "ideas worth sharing" that the event and brand is known for: Every talk has a built in simplicity, because the longest anyone can ever speak for is 18 minutes. It is a powerful reminder that there are only a few organizations or experiences in our world today that are so consistently devoted to maintaining this sort of simplicity.
3. Relevance has to start with understanding, and understanding always starts with listening.

Buy it, you'll be better for it, and I promise, you'll like it.

4 of 5 people found the following review helpful. Ugh By Shannon Is this book for real? There are tons of completely irrelevant stories or retellings of stuff that anyone with an eighth grade knowledge and a habit of reading a newspaper will know (i.e.: the story of Pixar) that has no direct relevance to the concept of likeability. There's a curved graph of "likeability" with NO LABELS on the x and y axis. He MISPELLS John Lasseter's name multiple times in this book, so he doesn't even know what he's talking about, and is just spewing conventional wisdom and some really basic lessons from marketing that have no point to his core thesis. In fact, his core thesis is so vague and broad that you could basically relate any business story of the past 50 years to it. Like: "[a successful businesswoman] connects to people by being truthful and relevant," and offers free content "unselfishly." I guess that is one way to look at it. Other example lines: "Today we live in a time-shifted culture where we can choose when we watch, skim, or read our media." (Half a page of examples including "DVRs.") Followed by how Gilt pressures people into buying with a deadline. Basically, what anyone with a brain knows. Or: "Google has resisted cluttering up its homepage because..." why do you think? And the conclusion: "The best ideas fail because of bad timing." No kidding, am I actually paying for this? He quotes classic books like "Good to Great"; I am pretty sure someone debunked that book by pointing out that 70% of the companies profiled there ended up underperforming spectacularly. Worst \$15 spent ever, but I guess it was hopeless to dream. I can't believe you can earn money by writing a collection of cliched, told-before-ten-million-times marketing stories with homespun conclusions like "Life is full of unexpected moments." AND COMPLETELY BAD WRITING. Example: "Oracle co-founder Bruce Scott was interviewed and shared, 'I remember...'" Who the eff uses 'shared' as a dialogue tag? I wasn't expecting Hemingway, but I was at least hoping for writing that was unobtrusive. Spoiler: this book is like It's reading bad fiction and bad nonfiction at the same time. In the back of the book, there are various citations of popular marketing and news sources that seem either of slightly higher quality than the book, i.e. PBS, or of dubious quality, i.e. "cultivationemotionalbalance.org." Just read those and skip the trite retellings of these stories and their forced relation to a thesis that is undoubtedly true.

How to become a trusted resource for consumers in a society of constant manipulation People decide who to trust, what advice to heed, and which individuals to forge personal or transactional relationships with based on a simple metric of believability. Success, in turn, comes from understanding one basic principle: how to be more trusted. Likeonomics offers a new vision of a world beyond Facebook where personal relationships, likeability, brutal honesty, extreme simplicity, and basic humanity are behind everything from multi-million dollar mergers to record-breaking product sales. There is a real ROI to likeability, and exactly how big it is will amaze you. Likeonomics provides real-world case studies of brands and individuals that have used these principles to become wildly successful, including: An iconic technology brand that awakened a revolution among their employees by standing for something bigger than their products A Portuguese singer who used YouTube to rack up more than 30 million views and launch her professional career. A regional team of financial advisors that went from being last in the nation among 176 branches to first, and stayed there for 13 of the next 15 years A tiny professional sports talent agent who achieved the impossible by landing the #1 drafted player in the NFL draft as a client through the power of relationships Author

Rohit Bhargava is a founding member of the world's largest group of social media strategists at Ogilvy, where he has led marketing strategy for clients including Intel, Pepsi, Lenovo, Seiko, Unilever, and dozens of other large companies. With Likeonomics as a guide, readers will get unconventional advice on how to stand out in a good way, avoid the hype and strategic traps of social media, and appeal to customers in a way that secures your company as a trusted and believable resource.

From the Inside Flap The future isn't about the next social media tool or clicking a "Like" button. Instead, people decide which organizations to trust, what advice to follow, and who to forge personal or business relationships with based on the simple metric of likeability. This is no longer a soft quality and it is not the same thing as just being nice. With today's "modern believability crisis," earning the trust of your customers, employees, and colleagues is much harder to do. Likeonomics offers a new vision of a world beyond Facebook, where real relationships and personal values such as unabashed honesty, extreme simplicity, and basic humanity are the keys to success. There is a real ROI to likeability, and exactly how big it is will amaze you. Likeonomics uncovers five key principles to win trust (or win it back)—and keep it. You'll learn how to use the TRUST formula (Truth, Relevance, Unselfishness, Simplicity, and Timing) to power every relationship. Being more believable is the real secret to standing out—whether you are trying to grow your business, win an election, or find your next job—and this book will help you get there. Likeonomics provides real-world stories of brands and people who have used these principles to become wildly successful, including: An unknown Portuguese singer who used YouTube to rack up more than 30 million views and launch her professional career The leader of a tiny island nation who put his country on the map with an unexpected meeting that got the world talking about global warming A regional team of financial advisors that went from being ranked 173rd out of 176 branches to first, and stayed there for thirteen of the next fifteen years An independent sports agent who achieved the impossible by landing the number-one player in the NFL draft as a client through the power of relationships Learn how to stand out in a good way, avoid the hype and strategic traps of social media, and change your life and career by being more likeable, believable, and (most of all) trusted. From the Back Cover Being more successful in business and in life often requires the same thing. If you want to do both, read this book! —Deepak Chopra, Author of *The Seven Spiritual Laws Of Success* PRAISE FOR Likeonomics "Rohit Bhargava's wise and wonderful book proves that your mother was right, after all: people respond to those who treat them right. Companies and organizations need to heed this lesson and use Likeonomics to steer their thinking on ways to become more open, accessible, and trustworthy in the marketplace—and find success doing it." —Daniel H. Pink, author of *Drive* and *A Whole New Mind* "In Likeonomics, Rohit reinforces the popular notion that culture eats strategy and makes the case that likeability is an indispensable part of success. Rohit encourages us to create person-to-person connections that are authentic, relevant, and accessible. Gone are the days when alpha dogs rule. . . . In the era of Likeonomics, personal connection is king." —Jonathan Becher, Chief Marketing Officer, SAP "Rohit Bhargava gets to the heart of what underlies and sustains relationships—likeability. If you want to be successful in business, don't leave trust to chance—keep Likeonomics and its online workbook close at your side and you'll be on the path to success." —Charlene Li, author of *Groundswell* and *Open Leadership*; founder, Altimeter Group "This is a bold, fresh, and—most important—likeable book. Rohit reveals why networking must die, and the gap that should keep you up at night is your 'likeability gap.'" —Christopher Graves, Global CEO, Ogilvy Public Relations "Likeonomics is the How to Win Friends and Influence People for a new generation. Rohit shows us how to be more likeable and believable and, as a result, more popular and relevant, which are the keys to success in any endeavor. Highly recommended." —Michael Port, New York Times bestselling author of *The Think Big Manifesto* "If you want to be successful, you need to read Likeonomics! Rich in relevant, entertaining stories, and takeaways you can easily and immediately use, Rohit proves why being more likeable is the driving force behind building sustained relationships and exponential success." —Peter Guber, CEO, Mandalay Entertainment; author of the #1 New York Times bestseller *Tell to Win* About the Author ROHIT BHARGAVA is a marketing expert focused on helping to bring more humanity back to business. He advises some of the world's largest global brands on communications strategy through his role as a member of the Strategy Planning group at Ogilvy. His thinking has been featured in the *Wall Street Journal*, the *Guardian*, *Fast Company*, *NPR*, and *MarketingChina*, and his first book, *Personality Not Included*, was translated into nine languages. Outside of his writing and consulting, Rohit is Adjunct Professor of Marketing at Georgetown University in Washington, DC, where he lives with his wife and two sons. Rohit is a popular "non-boring" keynote speaker who has spoken at TEDx, in Davos, and at hundreds of other events around the world. To inquire about booking Rohit to speak, contact likeonomics@gmail.com For free online resources, visual chapters, and exclusive content, visit www.likeonomics.com