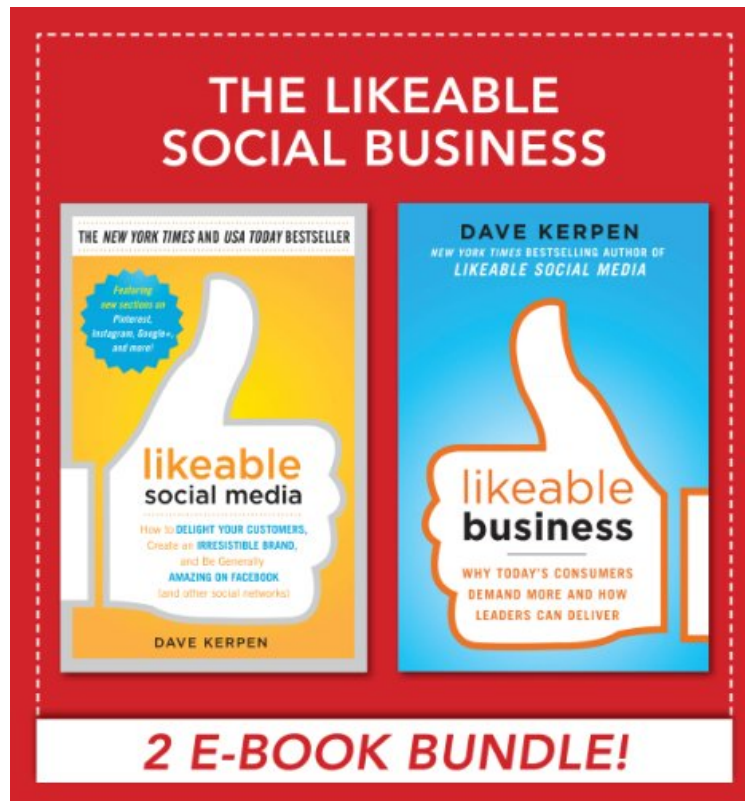


The Likeable Social Business

Dave Kerpen

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Dave Kerpen : The Likeable Social Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Likeable Social Business:

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.