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If the jury is still out on social media in your mind, then I recommend you read Likeable Social Media. Author Dave Kerpen answers the question about social media's business value on the very first page. He begins the book by telling the story of waiting in the check-in line at the trendiest hotel in Las Vegas.

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Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More by Dave Kerpen. Dave's other books: Likeable Business and Likeable Leadership. Give and Take by Adam Grant. Hug Your Haters by Jay Baer. Dave's New Book: The Art of People

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Likeable Social Media shows you how to: •Engage customers and crowdsource innovation online. •Create content that resonates with consumers and provides value. •Integrate social media into the entire customer experience. •Effectively deal with criticism and negative feedback on social media.

The New York Times and USA Today bestseller—updated to bring you up to speed on the latest social media sites, features, and strategies From one of the world's leading figures in social media marketing, networking, and business applications comes the heavily revised and updated edition of the Likeable

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Social Media. Dave Kerpen is CEO of Likeable Local and Likeable Media, which has won two WOMMY awards from the Word of Mouth Marketing Association (WOMMA) for excellence in word-of-mouth marketing.

The NEW YORK TIMES and USA TODAY bestseller—updated with today's hottest sites! A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, Vine, Instagram, and beyond, that recommendation can travel farther and faster than ever before. Packed with brand-new case studies from today's emerging social sites, this updated edition of Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word.

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: 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 Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human – being likeable – will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther—and faster—than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: "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 "Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world." Seth Godin, author of Poke the Box "Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human—being likeable—will get you far." Scott Monty, Global Digital Communications, Ford Motor Company "Dave gives you what you need: Practical, specific how-to advice to get people talking about you." Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking

The New York Times and USA Today bestseller—updated to bring you up to speed on the latest social media sites, features, and strategies From one of the world's leading figures in social media marketing, networking, and business applications comes the heavily revised and updated edition of the Likeable Social Media . Dave Kerpen is CEO of Likeable Local and Likeable Media, which has won two WOMMY awards from the Word of Mouth Marketing Association (WOMMA) for excellence in word-of-mouth marketing.

Dave Kerpen's follow-up to his bestselling Likeable Social Media gives business owners and marketers time-tested strategies for growing revenue Likeable Business lays out the eleven strategies companies can use to leverage likeability to increase profits and spur growth. Kerpen explains how to ensure that every aspect of a business communicates transparency, accountability, responsiveness, and authenticity—which customers find more likeable than traditional marketing campaigns. Dave Kerpen is cofounder and CEO of the marketing firm Likeable Media, included in the INC 500 fastest-growing private companies in the United States for both 2011 and 2012. He is the author of the New York Times bestselling book Likeable Social Media and is a frequent keynote speaker.

What does it take to win success and influence? Some people think that in today's hyper-competitive world, it's the tough, take-no-prisoners type who comes out on top. But in reality, argues New York Times bestselling author Dave Kerpen, it's actually those with the best people skills who win the day. Those who build the right relationships. Those who truly understand and connect with their colleagues, their customers, their partners. Those who can

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teach, lead, and inspire. In a world where we are constantly connected, and social media has become the primary way we communicate, the key to getting ahead is being the person others like, respect, and trust. Because no matter who you are or what profession you're in, success is contingent less on what you can do for yourself, but on what other people are willing to do for you. Here, through 53 bite-sized, easy-to-execute, and often counterintuitive tips, you'll learn to master the 11 People Skills that will get you more of what you want at work, at home, and in life. For example, you'll learn:

- The single most important question you can ever ask to win attention in a meeting
- The one simple key to networking that nobody talks about
- How to remain top of mind for thousands of people, everyday
- Why it usually pays to be the one to give the bad news
- How to blow off the right people
- And why, when in doubt, buy him a Bonsai A book best described as "How to Win Friends and Influence People for today's world," The Art of People shows how to charm and win over anyone to be more successful at work and outside of it.

An empowering career guide featuring bold advice from 50 high-profile women on how to succeed in work, leadership and life You don't have to be a #Girlboss or "lean in" to have a dream career and live a life you love. In Work It, CEO of Likeable Media and popular podcast host Carrie Kerpen shares lessons from her career and an "advisory board" of powerful women in a wide range of industries to help women everywhere make their aspirations a reality. Packed with actionable tips and stories from the likes of Sheryl Sandberg, Aliza Licht, and Reshma Saujani, this inspiring book reveals their counterintuitive secrets for success, including:

- How and when to say "no" – whether it's a dream job that just isn't the right cultural fit or a low salary proposal, as well as when to say "yes"
- How to make your career work for you and your family rather than the other way around
- How to develop your own FAB PAB (Fabulous Personal Advisory Board) – a support network of women – rather than work with a single mentor
- The importance of talking openly about money – from job offer negotiations and cash flow management, to fundraising venture capital dollars

With advice on everything from mastering social media to navigating office politics and the seemingly impossible work/life balance, Work It arms every woman with the courage and skills to achieve success and happiness on her terms.

Praise for Socialnomics "It's obvious that Erik Qualman's passion is social media." –Dan Heath, New York Times bestselling coauthor of Made to Stick and Switch "People are hot for social media . . . Erik Qualman says it's about listening first, then selling." –Forbes "Erik Qualman has been doing his homework on the social media phenomenon." –The Huffington Post "This is a must-read for anyone trying to leverage the social graph rather than be squashed by it." –Steve Kaufer, CEO, TripAdvisor "You learn a lot about someone from how they treat their moms. Erik is a trustworthy guy." –Chris Brogan, New York Times bestselling author of Trust Agents and Social Media 101 "Qualman is to social media what Demming is to quality and Drucker to management." –Scott Galloway, Professor, Stern School of Business, NYU The newly revised and updated guide to the social media revolution! Welcome to the world of Socialnomics—where consumers and the societies they create online have profound effects on our economy and the businesses that operate within it. Online word of mouth, social search, social commerce, and the influence of peer groups are making traditional marketing strategies obsolete. As a result, we no longer have a choice on whether we do social media; the question is how well we do it. Join Erik Qualman in Socialnomics for a fascinating look at the business implications of social media, and tap its considerable power to increase sales, cut marketing costs, and communicate directly with consumers.

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