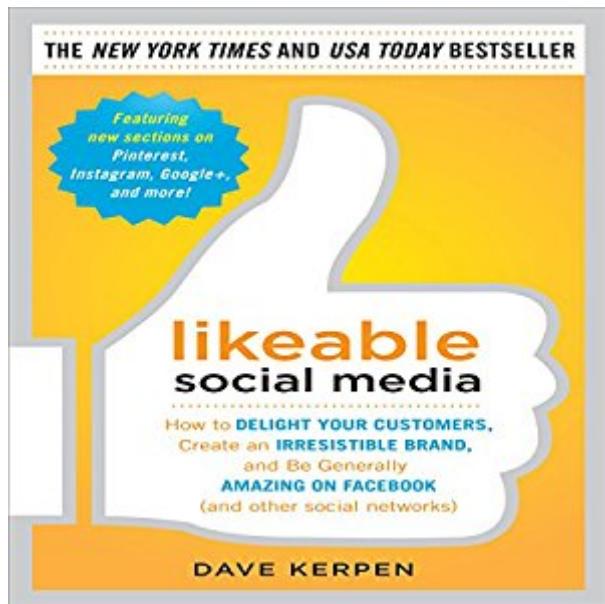


The book was found

Likeable Social Media: How To Delight Your Customers, Create An Irresistible Brand, And Be Generally Amazing On Facebook (& Other Social Networks)



Synopsis

The New York Times and USA Today best seller! The secret to successful word-of-mouth marketing on the social Web is easy: Be likable. 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.

Book Information

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Customer Reviews

I am a 21-year-old marketing major graduating college in less than six months who helped my college design curriculum for an e-commerce course featuring social media. When approaching books about social media, I am hesitant to spend my hard-earned money on a book that tells you what you already know about Facebook and Twitter. Likeable Social Media was the first book of five I purchased in the business and social media field. Mr. Kerpen is a talented writer and complements his discussions about what it means to be a "likeable" brand with positive and negative anecdotes. It's a fairly quick read with frequent content headers, screenshots from Facebook and easily-digestible highlights to share with coworkers (such as the "10 Reasons Why Consumers Like Fan Pages on Facebook"). There are other books and resources out there that give more concrete how-to's and a step-by-step guide to undertaking social media. If you are looking for content focused around these areas, seek out whitepapers and ebooks from social media monitoring

companies who will gladly hand you the information for free in return for your contact info. Hands down, the best asset of this book is its appeal to different audiences. While you could place this book in the hands of a CEO to show them the power of social media, I as a 21-year-old digital native confident in my knowledge of social media was able to walk away with roughly 10 pages of notes and suggestions. Likeable Social Media left me not only encouraged but empowered to undertake the creation of a social media strategy for a company. Where this book falls short is a lack of diversity. Discussions surrounding Facebook dominate this book--and rightfully so given its place as the top social network.

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