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**Título:** Likeable Social Media: How To Delight Your Customers, Create An Irresistible Bra

**Autor:** Dave Kerpen

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**Sinopsis**

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The secret to successful word-of-mouth marketing on the social web is easy: be Likeable

"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

About the Book:

A friend's recommendation is far more powerful than any advertisement today. It seems that everyone is connected 24 hours a day, seven days a week to Facebook, Twitter, Pinterest, and

Teléfonos: 55 44 73 40 y 55 44 72 91

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many other social sites. Each opinion, judgment, and idea is sent out to the world the moment it's formed. Recommendations travel farther\_and faster\_than ever before.

There's no doubt a marketing revolution is afoot. TV, radio, and print ads are out\_and personal likeability is in. When it comes to your business, one Facebook "like," one Twitter retweet, or one blog post share can translate into major sales. But how do you get people to click?

Written by Dave Kerpen\_the expert on turning likeability into measurable profits\_Likeable Social Media is about harnessing the power of the social web to build effective word-of-mouth marketing campaigns that will transform your business.

In this fun but highly substantive read, Kerpen gives you the information and tools you need to truly engage your customers and help them spread your message far and wide. He reveals all the secrets to popularizing a brand by being authentic, engaging, and transparent\_and he teaches you the same methods he used to redefine brands such as 1-800-FLOWERS.com, Neutrogena, Verizon FiOS, and dozens more.

Likeable Social Media teaches you the ins and outs of:

- Listening to your customers
- Defining your target audience
- Attracting your first fans
- Creating a dialog with customers
- Responding to good and bad comments
- Providing value
- Delivering excitement, delight, and surprise

Creating and maintaining an authentic brand personality is the key to social media business success. Likeable Social Media will get you there at little or no cost to your business