



Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, ... and More (Marketing/Sales/Adv & Promo)

By Dave Kerpen, Carrie Kerpen, Mallorie Rosenbluth, Meg Riedinger

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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.

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Editorial Review

From the Back Cover

“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 McANN, 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.”
?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 Author

DAVE KERPEN is CEO of Likeable Local, a social media software company that’s helped thousands of small businesses, and chairman of Likeable Media, a content-as-a-service firm that works with big brands.

MALLORIE ROSENBLUTH is a social media loving, high heel wearing, pink hair rocking, brand obsessed marketer. Her social media work has earned her numerous industry awards, accolades, and speaking engagements.

CARRIE KERPEN is a self-described (Non)trepreneur, author, keynote speaker, and social media expert. She is the CEO and co-founder of social media agency Likeable Media, an award-winning, global agency that works with Fortune 500 clients.

MEG RIEDINGER is the Chief of Staff at Likeable Local and Co-Host and Producer of the award winning social media podcast, Likeable Radio Show.

Users Review

From reader reviews:

Amy Medina:

This Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, ... and More (Marketing/Sales/Adv & Promo) book is just not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is

information inside this publication incredible fresh, you will get facts which is getting deeper anyone read a lot of information you will get. This Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, ... and More (Marketing/Sales/Adv & Promo) without we know teach the one who reading it become critical in thinking and analyzing. Don't possibly be worry Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, ... and More (Marketing/Sales/Adv & Promo) can bring when you are and not make your case space or bookshelves' turn out to be full because you can have it in the lovely laptop even mobile phone. This Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, ... and More (Marketing/Sales/Adv & Promo) having very good arrangement in word along with layout, so you will not feel uninterested in reading.

Anthony Collins:

Information is provisions for anyone to get better life, information currently can get by anyone on everywhere. The information can be a expertise or any news even a concern. What people must be consider if those information which is inside the former life are difficult to be find than now's taking seriously which one is appropriate to believe or which one the actual resource are convinced. If you receive the unstable resource then you get it as your main information we will see huge disadvantage for you. All of those possibilities will not happen inside you if you take Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, ... and More (Marketing/Sales/Adv & Promo) as the daily resource information.

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