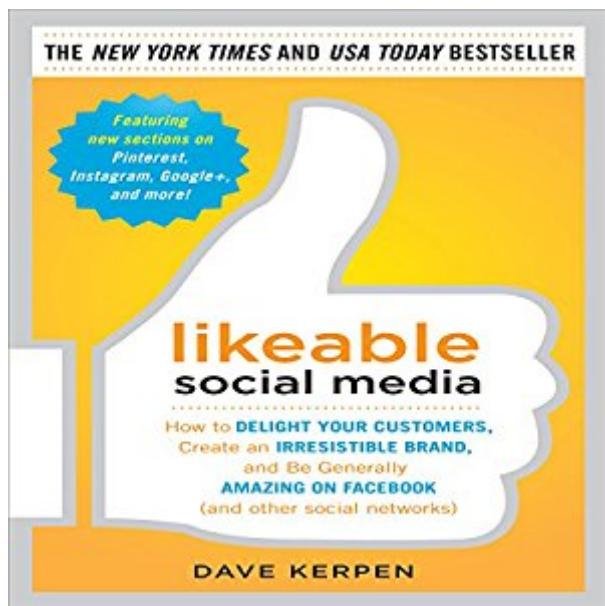


The book was found

# 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**

Audible Audio Edition

Listening Length: 7 hours and 23 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: McGraw-Hill Education

Audible.com Release Date: October 17, 2012

Language: English

ASIN: B009S8GQEY

Best Sellers Rank: #91 in Books > Computers & Technology > Business Technology > Social Media for Business #158 in Books > Computers & Technology > Internet & Social Media > Social Media #171 in Books > Audible Audiobooks > Nonfiction > Computers

## **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.

[Download to continue reading...](#)

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks) 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 Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Facebook: Master Facebook Marketing - Facebook Advertising, Small Business & Branding (Facebook, Social Media, Small Business) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Facebook Marketing: Strategies for Advertising, Business, Making Money and Making Passive Income (FREE BONUS AND FREE GIFT) (social media marketing, social ... facebook, facebook adds, small business) -->200 Facebook groups to Promote your Kindle Book for Free with Bonus 100 Publishers and authors on Facebook: Updated First Edition. Bonus 50 Facebook ... your book. (Facebook Guide for Authors) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Media: How to Skyrocket Your Business Through "Social Media Marketing!" Master: Facebook, Twitter, Youtube, Instagram, & LinkedIn Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build Your Brand Online: Regardless of Money, Time, or Experience How to Use Facebook for

Business - Your Quickstart Guide for Getting Customers Fast (Social Media for Business 1) Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: \*FREE BONUS: 'SEO 2016' Included!\* ... Marketing Strategies, Passive Income) Social Skills - Social Fluency: Genuine Social Habits to Work a Room, Own a Conversation, and be Instantly Likeable...Even Introverts! (Communication Skills, Small Talk, People Skills Mastery) Facebook for Business Owners: Facebook Marketing for Fan Page Owners and Small Businesses, Social Media Marketing, Volume 2 Facebook Marketing: How to Use Facebook to Master Internet Marketing and Achieve Social Media Success Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat Social Media: Master, Manipulate, and Dominate Social Media Marketing Facebook, Twitter, YouTube, Instagram, and LinkedIn

[Dmca](#)