# DAVE KERPEN

NEW YORK TIMES BESTSELLING AUTHOR OF LIKEABLE SOCIAL MEDIA

# likeable business

WHY TODAY'S CONSUMERS
DEMAND MORE AND HOW
LEADERS CAN DELIVER

# <u>Likeable Business Why Todays Consumers Demand More</u> <u>And How Leaders Can Deliver</u>

**Adeena Mignogna** 

#### Likeable Business Why Todays Consumers Demand More And How Leaders Can Deliver:

Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver Dave Kerpen, Theresa Braun, Valerie Pritchard, 2012-11-02 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 The Art of People Dave Kerpen, 2016-03-15 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 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 **Business Trends in** the Digital Era Xiaoming Zhu, Bingying Song, Yingzi Ni, Yifan Ren, Rui Li, 2016-05-31 This book introduces 10 mega business trends ranging from big data to the O2O model By mining and analyzing mountains of data the author identifies these 10 emerging trends and goes to great lengths to explain and support his views with up to date cases By incorporating the latest developments this book allows readers to keep abreast of rapidly advancing digital technologies and business models In this time of mass entrepreneurship and innovation acquiring deep insights into business trends and grasping opportunities for innovation give readers business executives in particular and their companies a competitive advantage and the potential to become the next success story The Chinese version of the book has become a hit with some business schools using it as a textbook for their S T Innovation and Business Trends programs It also provides business executives with a practical guide

for their investment and operation decisions Minding My Business Adeena Mignogna, 2013-10-01 Taking a leap and making the choice to start a business can be hard but all that comes after the planning loans marketing can be even harder Every new business owner needs an easy clear and useful guide to follow when embarking on this venture and Minding My Business will make the process as simple as possible With no previous business experience Adeena Mignogna decided to open up her own retail store a paint your own pottery studio In this part memoir part handbook she details all the things she did right and wrong so that anyone following in her footsteps won t make the same mistakes Minding My Business explains how to Deal with leasing and landlords Obtain loans and manage finances Hire retain and treat employees Market and advertise your business Deal with stressful situations Create an exit strategy if you decide to close Sell your business And everything in between Mignogna chronicles all that went into opening the doors to her store successfully managing it for several years and then finally deciding to close it If you re ready to take the risk you ll need this book to help you navigate through the tough and perplexing world of small business **Get Over Yourself** Dave Kerpen, 2024-03-19 Discover time tested strategies to growing a successful business and leading a team without sacrificing your personal life The key is delegation Drawing on his own experience launching and scaling multiple companies New York Times bestselling author Dave Kerpen shares the secrets of how you can shift your mindset and your workload to focus on the things that are most important for your business your employees and you With the rise of remote work the gig economy AI and social media the boundaries between work and home are dissolving leaving workplace leaders with less time for themselves than ever before Featuring real life examples and prompts for goal setting Get Over Yourself is a blueprint to help readers become master delegators by learning how to Embrace delegation as a strategy for long term growth and success Avoid common challenges faced by small business owners and corporate leaders Navigate the changing work landscape including remote work hybrid work ChatGPT and the gig economy Choose the right people for your team and encourage a workplace of trust and autonomy Create a healthy sustainable work life balance in today s dynamic work environment Build a business that serves your life not a life that serves your business Get Over Yourself is an evergreen guide for entrepreneurs small business owners and leaders growing their businesses in a new world By shifting your mindset in small impactful ways you can reclaim your time with peace of mind and turn your attention to what matters most *The Dog Merchants* Kim Kavin,2016-05-03 In what promises to become an Omnivore's Dilemma for dog lovers breed devotees and adoption advocates alike The Dog Merchants is the first book to explain the complex and often surprisingly similar business practices that extend from the American Kennel Club to local shelters from Westminster champions to dog auctions Without judging dog lovers of any stripe The Dog Merchants makes it clear that money spent among these dog merchants has real world effects on people and canines Kavin reveals how dog merchants create markets for dogs often in defiance of the usual rules of supply and demand She takes an investigative approach and meets breeders and rescuers at all levels shedding much needed light on an industry that most people don t

even realize is an industry Kavin s goal is to advance the conversation about how all dogs are treated from puppy mills to high kill shelters She shows that a great deal can be improved by understanding the business practices behind selling dogs of all kinds Instead of pitting rescue and purebred people against each other The Dog Merchants shows how all dog lovers can come together with one voice as consumers on behalf of all our beloved companions **Likeable Social Media: How to** Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks) Dave Kerpen, 2011-05-17 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 Co-operative Enterprise Building a Better World Terry MacDonald, Greg Wallace, Ian MacPherson, 2013-10-01 The purpose of this book is to introduce you in considerable detail to what we call the co operative enterprise and to explore with you the broader question of why co operatives are important in today s world This is not a how to book in the normal sense It is however we hope an excellent foundation upon which to broaden your understanding and appreciation of cooperative forms of enterprise not only in your country but around the globe You will learn why co operation works and also see why sometimes it may not work and you will learn about best practices and success factors within co operatives If you are an employee a manager or an elected official within a co operative you will also learn about why and how leadership and management effectiveness are different in co operative forms of enterprise The book is divided into five parts The first part is called Setting the Stage and contains two chapters The first chapter introduces the reader to the nature of co operation while the second chapter looks at the evolution of co operation all the way from social movements to business systems of enterprise The second part is entitled How Co operatives Are Different and begins by presenting what we call the co operative value proposition The third and fourth chapters provide details on the difference

between the co operative sector the private sector and the public sector Chapter Five describes why and how leadership and management effectiveness are different in a co-operative. The third part is entitled Co-operatives Today and it includes three chapters Chapter Six describes National and International Co operative Development and Chapter Seven looks at the role co operatives have played and are playing in Wealth Creation Community Development and Poverty Reduction around the globe The last chapter in this section describes the Pivotal Role for Government in Enabling Development Part Four is entitled Building a Better World and it includes three chapters The first chapter Chapter Nine is entitled Some Strategies and Tactics for Success Chapter Ten is entitled Towards a World Vision for Co operatives Chapter Eleven is The Challenges and Opportunities Ahead and it invites and challenges readers and all co operators to seriously imagine what the future might be for co operative forms of enterprise No small undertaking to be sure Just for fun we have included a final part called Everything Else Co operative into which we cram additional co operative website links and interesting content which we think you might like and which didn t exactly seem to fit anywhere else You decide We also include some of our parting after thoughts post scripts in this section Skip the Waiting Room Chris Rovin, Jared Sheehan, Talib Omer, Michael Ashley, 2024-09-03 A patient s and provider s guide to the telehealth revolution What if we could see a doctor faster more efficiently and at a lower cost With the emergence of telemedicine we now can And this book is a primer on telemedicine for anyone who wants to take charge of their health and understand all their healthcare options A mix of patient stories research and viewpoints from practicing physicians Skip the Waiting Room explores telemedicine from all angles Among other topics it explains How telehealth will positively change how providers deliver care How remote care can expand access to rural and marginalized groups What types of care are best suited for telehealth and what types are not Why telehealth is not just for the sick This valuable guide illustrates why telemedicine is not only a viable solution to many of our healthcare problems but also an inevitable and crucial one Likeable Social Media, Third Edition: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter Dave Kerpen, Michelle Greenbaum, Rob Berk, 2019-02-22 Harness the power of social media to attract new customers and transform your business More than three billion people are now on social media If you re not in the social media marketing game you re not in the game at all From one of the world's leading figures in the world of social media marketing Likeable Social Media reveals everything you need to know about building your brand and attracting and need to know insights into existing platforms content including Instagram LinkedIn and Facebook stories 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 Grow your audience across social channels and much more TIP SUKSES JADI KONSULTAN MANAJEMEN BISNIS Roganda Manullang, 2020-09-01 Konsultan Manajemen adalah sebuah profesi yang bergengsi Untuk menjadi konsultan perlu berbagai keahlian bakat dan

karisma Berbagai hal mengenai konsultan manajemen bisnis diuraikan dalam buku ini Juga disertai dengan berbagai Tip menjadi konsultan profesional yang sukses dan tip bagaimana memiliki bisnis konsultasi yang sukses Buku ini diharapkan dapat digunakan sebagai referensi atau pedoman bagi orang yang berminat menjadi konsultan dan yang ingin menjadi pebisnis **TRUE Brands** Mark van de Grift,2016-05-25 TRUE Brands de succesmerken van de toekomst Hoe pas ik TRUE Branding toe om mijn bedrijf tot een succes te maken De nieuwe generatie consumenten doorziet marketeers Ze zijn sociaal bewogen veeleisend en kunnen door middel van social media merken maken en breken Daar staat tegenover dan onze maatschappij nieuwe merken nodig heeft Verantwoordelijke marketing kan positieve verandering tot stand brengen in een wereld waar de leefbaarheid onder druk staat Op dit spannende snijvlak staan TRUE Brands De basis van TRUE Branding is Transparency Responsibility Unique en Empathy Dit is een geheel nieuw concept en staat voor loyaliteit aan je eigen merk Denk aan Dove Triodos bank Toms schoenen Tony Chocolonely of Patagonia Een echt TRUE Brand neemt verantwoordelijkheid die aansluit op de missie en resoneert bij de doelgroep Doorstaat uw merk de toets van TRUE ness en zal het de komende generaties aanspreken Mark van de Grift is merk en marketingspecialist en eigenaar van Drbrand nl Hij werkte onder andere voor en met Red Bull Deloitte Philips Samsung ING en Triodos bank en diverse reclamebureaus Mark is Master of Marketing Strategy en auteur van het boek Het merk ik waarvan er meer dan 25 000 exemplaren zijn verkocht

Fundamentals of Human Resource Management Robert N. Lussier, John R. Hendon, 2019-08-06 Fundamentals of Human Resource Management Functions Applications Skill Development helps students of all majors build the skills they need to recruit select train and develop employees Bestselling authors Robert N Lussier and John R Hendon explore the important strategic function HR plays in today s organizations A wide variety of applications self assessments and experiential exercises keep students engaged and help them see the relevancy of HR as they learn skills they can use in their personal and professional lives The Second Edition includes 13 new case studies and new coverage of the agile workplace generational differences gamification social media and diversity and inclusion This title is accompanied by a complete teaching and learning package **M** Thomas S. Bateman, Robert Konopaske, 2021 **Tobacco** Charles A. Lillev, L. S. Hardin, Thomas H. Delano, Wilfred Pocklington Pond, 1927 Fuel under Fire Margaret J. Goldstein, 2015-08-01 Every day people on Earth use about 90 million barrels of petroleum oil and natural gas to fuel cars buses airplanes farm equipment and factories to heat their homes and to manufacture detergents paints plastics and countless other products To get that petroleum oil and gas companies search all over the planet from northernmost Canada to deep under the ocean Because it is such a valuable commodity petroleum has become known as black gold And because of global dependence on this natural resource scholars say we are living in the Age of Oil Alongside its benefits petroleum has serious drawbacks It is not a renewable resource and many of Earth's most easily accessed petroleum deposits have been used up Companies have begun to search for oil in more difficult to reach places using controversial methods Extracting processing and refining oil is often

environmentally destructive Oil spills and other accidents can contaminate soil and water kill wildlife and make people sick On a larger scale burning fossil fuels such as petroleum releases large amounts of carbon dioxide into the air leading to climate change Even as governments activists and researchers explore a wide range of conservation measures and alternative fuel sources the world continues to run on petroleum And the struggle to balance the pros and cons of this coveted resource will play a decisive role in the planet's future Winning Elections in the 21st Century Dick Simpson, Betty O'Shaughnessy, 2016-04-04 A national cochair of the presidential campaign of Barack Obama when few thought he could ever be elected Congresswoman Jan Schakowsky is here to tell you Yes you can And the book she recommends for candidates campaign staff volunteers and citizens is Winning Elections in the 21st Century a handbook for anyone who wants to know how campaigns are run and won today Written by longtime political veterans both former elected officials Winning Elections is steeped in old fashioned political know how and savvy about the latest campaign techniques methods and strategies using social media vote analytics small donor online fundraising and increasingly sophisticated microtargeting Using examples from across the United States the authors discuss the nuts and bolts of state and local races as well as best practices in national elections A successful campaign they assert and evidence confirms merges the new technology with proven techniques from the past and their book helps candidates students and citizens consider all the opportunities and challenges that these tools provide never losing sight of the critical role that personal contact plays in getting voters to the polls At the heart of this book is the conviction that we need to win democracy along with elections Accordingly Simpson and O Shaughnessy write primarily about campaigns in which the maximum number of citizens participate as opposed to those determined by a few wealthy individuals and interest groups People power can prevail with the right candidates issues and support and Winning Elections in the 21st Century shows how Malaysian Business, 1972

The Test of Leadership Ian McRae, 2006 Ice Cream Review, 1965

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