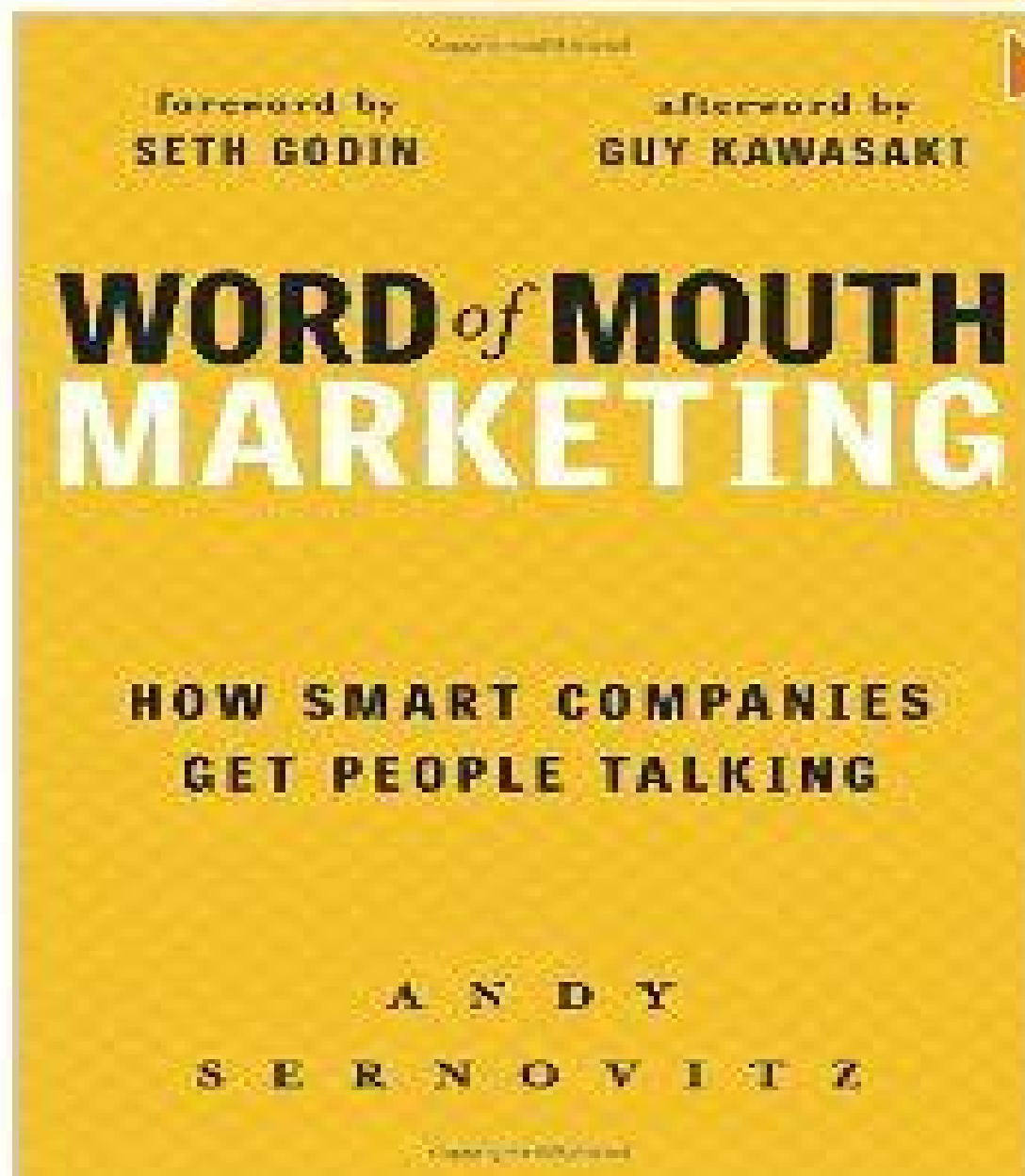


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Word Of Mouth Marketing How Smart Companies Get People Talking

Susan Rice Lincoln



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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 Winfluence Jason Falls, 2021-02-23 Winfluence by award winning digital strategist Jason Falls is THE authoritative book about influencer marketing from the

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Brand Turnaround: How Brands Gone Bad Returned to Glory and the 7 Game Changers that Made the Difference Karen Post,2012 How did Toyota Tylenol and Goldman Sachs bounce back from the brink of destruction This book reveals the answers and provides valuable lessons for anyone tasked with reviving a brand

Mastering Web 2.0 Susan Rice Lincoln,2009 Mastering Web 2 0 can help both the individual entrepreneur and large organizations make sense of the confusing array of marketing options the Internet offers Lincoln investigates new tools of the

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