



# **Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)**

*Dave Kerpen*

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**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***

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