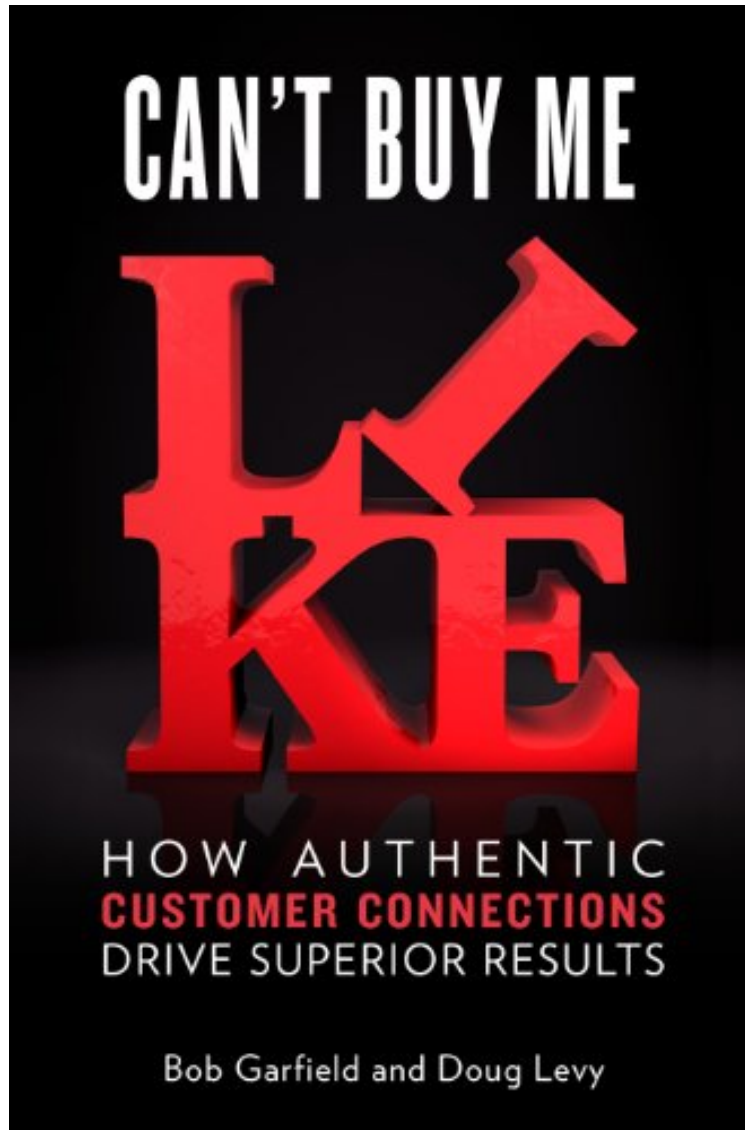


(Library ebook) Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results

Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results

Bob Garfield, Doug Levy

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Bob Garfield, Doug Levy : Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results before purchasing it in order to gauge whether or not it would be worth my time, and all praised Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results:

5 of 5 people found the following review helpful. What's Not to "Like" About This? By Pete Blackshaw I purchased the Kindle version of this excellent book and it's got more yellow digital "highlight" marks than my beaten-up college copy of Plato's Republic -- and for good reason. "Can't Buy Me Like" is a great and timely read, loaded with insight

and sometimes uncomfortable truths -- all wrapped in Garfield's vintage unapologetic, "hold no prisoners" writing style. He and Doug Levy echo many themes I hit hard in my book "Satisfied Customers Tell Three Friends, Angry Customers Tell 3000," especially around what truly makes brands credible in today's environment, especially the "trust" factor. Yes, as they write, trust "is an asset, not a commodity. It cannot be purchased. It must be earned." While some of the case examples felt a bit tired (arguably over-used...we all need to chill a bit on the Zappos examples), and the book's momentum slowed down a bit in the second half, I think this is the right book at the right time for marketers and beyond. We're all obsessing with likes, and friends, and followers, and what we sometimes mistakenly assume to be "easy love." No, we actually have to work hard to get the likes, and expectations continue to skyrocket to new levels, especially around the brand's role as help desk and service provider. (Not easy to do...operationally.) Anyway, highest recommendation. Big enthusiastic "like"... and no one came close to buying it! 2 of 2 people found the following review helpful. more problems than answers By Ryan Vasso He does a great job explaining how traditional marketing tactics don't work (which isn't new - think Seth Godin). He also explains how fake marketing can seep into social media. And he gives a few good examples of companies doing it the right way. But overall, I thought it was a bit long for the topics discussed. I also felt it was more of an update about the status quo than a real self-help business book. 0 of 0 people found the following review helpful. a Must Read for Marketers who grew up with TV! By Ann Rimkus Every marketer who refuses to enter the digital world in a big way and embrace it for what it is and what it means to the future, should read this book. It is embarrassing to hear marketing professionals today actually say out loud.... "I don't do digital"! Do they think Internet is a fad? Wake up and smell the KPIs! This book is interesting, excellent....and funny. The way an advertising book should be!

Today's brands face an apparent choice between two evils: continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way . . . As Lennon and McCartney wrote a half century ago, money can't buy you love. But in today's world, where people have become desensitized-even disillusioned-by ad campaigns and marketing slogans, that maxim needs an update: Money can't even buy you like.

"This is a fabulous book that describes a revolutionary new vision for marketing, the Relationship Era, based on purpose, authenticity, trust and care. Written in an easy-to-read style and full of interesting stories, this book is both inspiring and fun. I give it my highest recommendation." — John Mackey, founder and co-CEO, Whole Foods

"This book is funny, a bit profane and utterly profound. At Patagonia, we cherish our relationships, but these guys have located and explained dimensions of the Relationship Era that opened my eyes and mind. What an enjoyable and enlightening journey." — Casey Sheahan, CEO, Patagonia

"Buy Me Like speaks clearly to the challenges every CEO and CMO is confronting. It identifies the collapse of mass marketing as we have known it and provides example after example of how successful companies build trust in the 'new world.'" — Ron Shaich, founder, chairman and co-CEO, Panera Bread

"The digital and social revolution has challenged even the most sophisticated marketers among us. But thankfully Garfield and Levy have given us a much needed blueprint for thriving in this new relationship era of marketing. This is the book I don't want my competitors to read." — Eric Ryan, cofounder, Method, and author of The Method

"At last! Garfield and Levy have delivered a manifesto on what really matters to brands today: honest relationships. They do so by focusing not on our shiny social technologies but on the fundamentally changed relationship between business and customer in a world that looks less like a megaphone and much more like a network. Read this book; then challenge your business to live by it!" — David Rogers, author of The Network Is Your Customer

"Buy Me Like compellingly captures one of the biggest trends of our time. If there is a gap between a business's image and its reality, it will soon be found out and the business will be punished for it. Using their in-depth industry knowledge in this beautifully written and immensely readable book, Garfield and Levy describe in detail how to succeed in the new world." — David Jones, global chief executive officer, HAVAS, and author of Who Cares Wins

"Garfield and Levy show how smart, conscious marketers can leverage today's extraordinary technologies to build authentic relationships with customers based on trust, authenticity and shared purpose. This book will usher in a new renaissance in which the marketing function can finally fulfill its own largely unrealized higher purpose." — Raj Sisodia, coauthor of Conscious Capitalism and Firms of Endearment, marketing professor, Bentley University

"At Zappos, relationships have always been a top priority. Buy Me Like explores why this is so important for all companies. Garfield and Levy smartly describe how to build relationships with customers, vendors and employees to create an extraordinary business." — Tony Hsieh, author of Delivering Happiness and CEO, Zappos.com, Inc.

About the Author Bob Garfield is the cohost of NPR's 'On The Media' and a columnist for MediaPost. Previously at Advertising Age, he has been a prominent commentator and analyst of advertising and marketing for thirty years. His previous books include The Chaos Scenario. He lives outside Washington, D.C. Doug Levy is the founder and CEO of MEplusYOU, a leading strategic and creative agency that believes authentic relationships fuel astonishing

brands. This is his first book. He lives in Dallas.