

# Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver

*Dave Kerpen, Theresa Braun, Valerie Pritchard*  
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**Dave Kerpen, Theresa Braun, Valerie Pritchard : Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver** before purchasing it in order to gage whether or not it would be worth my time, and

all praised Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver:

1 of 1 people found the following review helpful. 4 Reasons Why I Loved Likeable Business By Gary Zilavy Likeable Business is a great book to have on your bookshelf. There were 4 reasons why I loved this book: 1. Being able to jump in and out. I purchased this book in October of 2012 and just finished it today (August 2013). When I had a few minutes to spare, I would read a few pages (sometimes more than I had planned because it was so good!). Because it's broken up into bite-sized chunks that string together, it's a great book to read during a commute or when you've only got a few minutes before bed or in the morning. 2. Tangible action items. You can read a blog post about how a company truly understands a principle of business, but Mr. Kerpen goes above and beyond to apply these anecdotes together to give you actionable items in your own life and career. Often, books in this category can fall short despite having great anecdotes and stories to share because the author cannot add anything more to the conversation. This is not true with Likeable Business. 3. I will reread this book. If you're debating on spending the money on this book (the reason why you are reading this review, I imagine), know that Likeable Business is a book you will want to come back to a few months after you read it. It took me 10 months to read this book -- slowly and in chunks -- but I know I will revisit this book when I am looking for inspiration and motivation. 4. A truly positive message. While I may not agree with all of the conclusions that Mr. Kerpen draws from his examples and personal experiences, I do know he is extremely genuine. Likeable Business plainly and clearly wants to help me in my career. For that, I am extremely grateful.

1 of 1 people found the following review helpful. Pragmatic Marketing/Social Media/Leadership Guide By Brian Sininger I'm in the home stretch of my MBA at Pepperdine and "Likeable Business" was required for Entrepreneurship 665: 'Marketing New Ventures'. Honestly, a welcome relief from academic marketing jargon. Each chapter is segmented by core leadership traits (Listening, Authenticity, Responsiveness, Passion, etc.) that coincidentally correlate well with the 'Workplace Big 5' leadership research. Each chapter provides several 'real-world' examples of success and failure in major organizations. Without being obnoxious, Dave Kerpen interweaves humorous and humbling personal stories on his journey founding Likeable Media. I have a long list of anecdotes and stats compiled from the book to use in future meetings and presentations (thank you). It's hard to categorize, but "Likeable Business" is a modern marketing handbook, social media guide for dummies, and leadership self-improvement book rolled into one. I wouldn't give this glowing review if it didn't influence my perception of each. Lastly, I highly recommend this book for any seasoned business professionals that want to learn how to work with Millennials.

1 of 1 people found the following review helpful. Fantastic book! By JD1Ham This book is well worth your time. It's a quick read but has a ton of good advice, stories and insight on how to run not only a "likeable" business but a successful/profitable one. I think one of the big core messages of this book is that you can't be just "vanilla" in your approach to business. Sure you have to deliver on what you say you do but this book makes you want to go bigger, further and better. It doesn't give you a systematic approach to being likeable, i.e. - Step 1, Step 2, Step 3. It covers important topics like Listening, Storytelling, Simplicity and my person favorite Surprise and Delight - Every problem an opportunity (Chapter 9). Dave also has some great personal stories as well as other stories of businesses that are delivering on each chapters message which are not only inspiring but help tie everything together. I highly recommend this book and am going to make it required reading for many of our current and new staff members.

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.