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## Recommend This!: Delivering Digital Experiences that People Want to Share

*Jason Thibeault, Kirby Wadsworth*  
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**Jason Thibeault, Kirby Wadsworth : Recommend This!: Delivering Digital Experiences that People Want to Share** before purchasing it in order to gage whether or not it would be worth my time, and all praised Recommend This!: Delivering Digital Experiences that People Want to Share:

4 of 4 people found the following review helpful. Recommend This delivers!By Jon PRecommend This opens with a demonstration of the enduring power of relationships. The authors tell a story about a local hardware store that uses empathy, curation, and community to create generations of loyal customers, willing pay a hefty premium for the

experience of shopping there. It leads to an important question: How can we leverage the power of relationships, and scale it to market our enterprises in the current state of digital communications? What follows is an entertaining and useful guide to employing storytelling, content and social media to create compelling customer experiences on a large scale. The book transitions adroitly from the theories of neuroscience, to practical steps, offering a wealth of knowledge to meet this challenge. For marketers hoping to attain the holy grail of customer loyalty and intimacy in an era of brand commoditization, this is an invaluable book.

2 of 2 people found the following review helpful. Covers the "Digital Experience" Waterfront -- Thoroughly

By dc denison I'm used to business/technology books that have one core thesis that you pretty much get by page 30. Then it's all filler and examples. This book surprised me, pleasantly, by adding new ideas and concepts about the digital experience in every chapter. It's like the authors did a reboot after every chapter -- and then launched into a new idea, or technique, or approach. There's enough material in here for a couple of standard business/technology books. It really covers "digital experience" from every conceivable angle. Another thing I liked about this book -- it's nearly future-proof in that the authors are careful to discuss concepts in a way that don't tie them to specific technologies or platforms. So the ideas are bigger than just "mobile strategy," for example. It's almost as if they are promoting a process that will get you thinking about the digital experience in a way that allows you to incorporate the inevitable new technologies that are coming down the road. Highly recommended.

4 of 4 people found the following review helpful. Relationships matter - perhaps more today than ever.

By Diana Easty Recommend This! Is not just for marketers. It's for anyone who wants to understand how to connect with their target audience using today's tools of engagement. The authors do a great job of making the case for authenticity by using their own authentic voices and experiences. The book is jam-packed with examples that drive home the fact that building and maintaining relationships is a basic human need, and the key to long-term success for any business -- big or small. I'll be recommending this book to family and friends.

Improving engagement with digital audiences is fast becoming a boardroom topic for many organizations. Digital marketers and communicators seeking to harness this newfound power are finding challenges in engaging digital audiences due to short attention spans, noisy channels, and rapidly changing consumer expectations. *Recommend This!* is an exploration into the digital consumer, and how their expectations are forcing marketers to re-think the way they interact and engage with audiences.

Key topics discussed in the book are: Physical or digital, as humans we are driving to connect. Digital just makes it easier. Storytelling, rather than broadcast messaging, helps marketers engage with their digital audiences. Digital content must be personalized and relevant to receive attention, and more.

From the Author Here's a nice write up from our friends at [Acquiadigitaldisruption.com/building-great-dx-getting-started](http://Acquiadigitaldisruption.com/building-great-dx-getting-started)