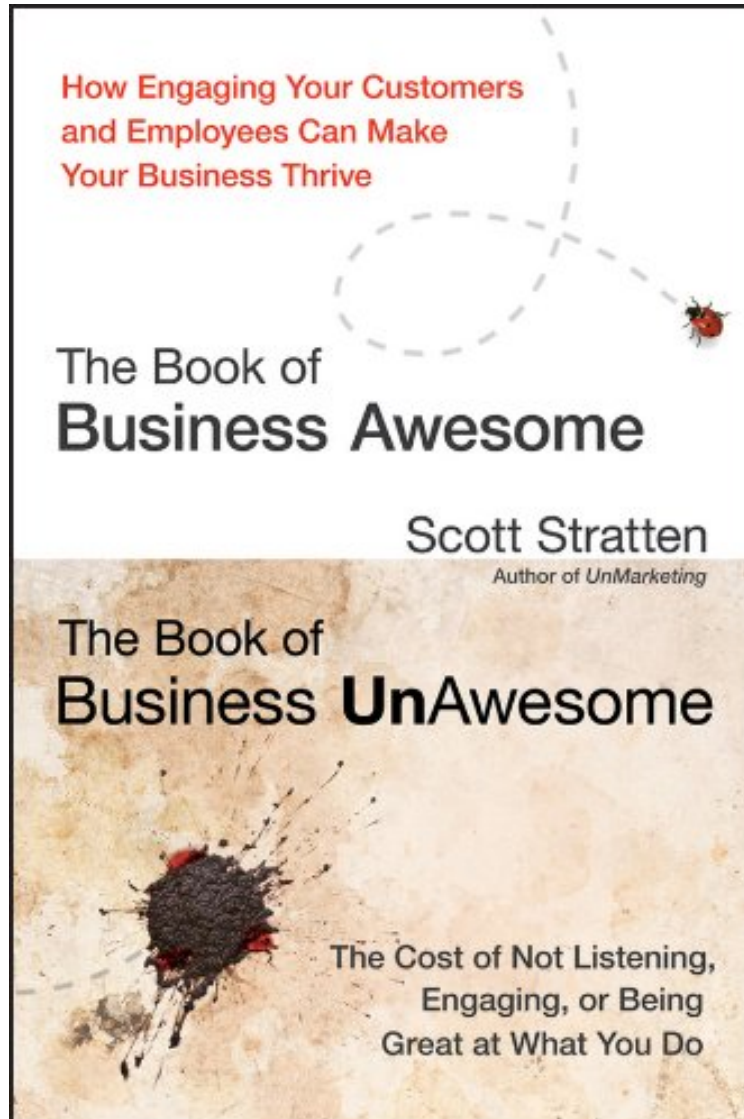


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Scott Stratten, Alison Kramer

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Scott Stratten, Alison Kramer : The Book of Business Awesome / The Book of Business UnAwesome before purchasing it in order to gage whether or not it would be worth my time, and all praised The Book of Business Awesome / The Book of Business UnAwesome:

11 of 11 people found the following review helpful. "It was the best of times, it was the worst of times..."By Mr Michael D FalconerScott Stratten's excellent new book is actually two books, printed back-to-back under the same cover. "The Book of Business Awesome," as its name suggests, is a collection of examples, ideas and concepts on how businesses can deliver extraordinary customer service through actually communicating and connecting with their customers. The flip side, "The Book of Business Unawesome," shows the price of not communicating, not thinking,

and not caring about your customers. As you might expect, social media plays a large role in both the positive examples and the negative examples of this book, but it is not a book about social media per se. Those looking for a nuts and bolts how to I do X, Y, and Z on Twitter, Facebook or practically any another sphere of social media would be better served by Arnie Kuenn's excellent: Accelerate! that I reviewed this time last year. "The Book of Business Awesome," however, is more of a call to arms for brands and companies to be something other than normal - particularly because normal can be so crappy - and to go out of their way for their customer. To be funny. To be honest. To be human. And to apologize because they genuinely regret a mistake, or bad customer experience, not because they got caught or called on it. Really, this book is about culture and people. The stories that are replayed in both their awesomeness and unawesomeness throughout give a window into the soul of the featured companies. It shows ordinary front line employees doing extraordinary things and those extraordinary things having an impact far beyond the normal, or even intended, business interaction. As Scott states on numerous occasions: social media doesn't fix anything - it just makes things louder. If you don't give a damn about customers when you transact with them - this will be heard loud and clear online and will also come across in your social media interactions. Filled with links to additional content and even the odd QR code (I'd actually would have liked to see more QR codes, the link typing thing got old after a while) the Book of Business Awesome also has an excellent couple of chapters on public speaking and panel discussions. As a side note, if you ever get a chance to see Scott speak at a conference, or on his book tour, do so - for the rest of us there is YouTube! Not as funny as Scott's in-person presentations, The Book of Business Awesome is, however, just as passionate and quite amusing. And this is actually a very minor quibble consider that many business books are about as entertaining as a tax audit. It also probably says more about Scott's skills as a public speaker than any lack of skill as a writer. The Book of Business Awesome is nothing short of bible for customer service in the Social Media age. 0 of 0 people found the following review helpful. A Fun and thought provoking read By JimGI was drawn into this book from a mention in the author's e-mail both by its unique format (two books in one, flip the book over to read one or the other, with contrasting but related content: "Unawesome" vs. "Awesome" business stories and advice throughout from the author who has done the research with practical example) and, at the time (November 18, 2012) a totally unexplainable price on of \$3.23 which, if you are an Prime customer, which I am, the shopping is free and arrives in just 2 days - how can anyone make money that way?) I was not disappointed by either aspect of that deal. For me, this is a fun read with many business/customer experience stories to support the author's recommendations on how to effectively use social media to promote business (and have some fun doing it, both for the business person and the customer) (or NOT if you are reading the "Unawesome" side of the book). Not many books create action on the part of the reader, but with the supporting links for many of the stories that add a multi-media element to the reading, I found myself often drawn to hearing/seeing more after reading the company story of a chapter and taking action by going on-line to see more via those links (often YouTube or other type videos) that reinforced that chapter's message with real events. The chapters are short, many just two or three pages, making for an easy read that can be stretched over many days. I find time for those kinds of short chapter readings while eating lunch, waiting for the train (or waiting in the car while my wife "just runs in for a quick store buy that always provide more than ample reading time") or even on the toilet, making double use of those activities with a smile from these often entertaining (and inspiring) messages. Best of all, I found the author's points and recommendations thought provoking, encouraging the reader to think "outside the box" on how they could be applied in what would seem mundane industries to create opportunities for awesome customer service and drive brand fans who will shout to the world in today's open on-line forums both the good and the bad experience a company offers. A point well taken is that not every business owner will have the skill or experience to accomplish that directly (although many will), so it is more often the customer facing employee (not just the call center personnel) with a creative bent or customer empathy/understanding that can create those awesome engagements if the business owner/manager doesn't get in the way, or better yet, recognizes the benefit and openly supports/encourages them. In summary, through the author's vision and research/collecting of stories, we see that everyone's business is already engaged on-line, even if they don't have a blog/Facebook/Twitter account of their own because their customers DO and are speaking out on-line, both of good and bad experiences. And there is the hope, as supported by some great examples, of how a business mistake can become a very positive promotional opportunity when handled in an awesome way. There are lessons for all in this easy fun reading, through Scott's often humorous but always thought provoking advice. So while I see now that the November 18th price has been fixed from my bargain purchase price of \$3.23 to a more reasonable one, its well worth the money, time and effort to read and act on those ideas. 0 of 0 people found the following review helpful. Very good book that will get you thinking strategically about your approach to customer satisfaction and social media By The Marketing Guy Who Drives Sales -r This is an interesting book. Read either the `awesome' half or the `unawesome' side first and then flip the book upside down to read the other half. One half contains stories about brands getting social media right and the other half contains stories about brands really screwing up in their social media communication practices. Each chapter is very short and reads as a mini-case study. All are anecdotal based on experiences of the author. As a result, you will get an easy-to-read book that entertainingly covers best and worst practices in using social media as a business marketing tool. In my mind the most important aspect of the book is the

fact that the author reminds the reader that social media are just tools to communicate with audiences. These channels merely and only enable you to communicate with people. Social media channels can only highlight the corporate behavior in which you are already engaged. If you have lousy customer service then social media will just make it more obvious. If you ask for feedback from customers and state that you want to hear from them but then ignore or delete their feedback, it will reflect poorly on you and expose you as being disingenuous or thin-skinned. The author is really talking about making sure your organization is aligned properly to treat customers the right way. He then shows how some companies are using social media to assist in those efforts. Some get it right, some get it wrong. Some misunderstand how social media works, others understand it and leverage its powers properly, and yet others simply behave terribly in the first place and social media can't fix those fundamental organizational problems. The social media tools, in-and-of themselves, will not change organizational behavior. My favorite sentence in the book is on p. 83 where the author states, "Social media does not make a company good or bad; it just amplifies what they already are." Often the entire impression people have about your brand is a result of the one or two people who are responsible for posting your public social media messages so the book serves as a warning to make sure you think that through and create social media strategy and guidelines first before you just cut a couple people loose on your social media initiative. After all, those people can ultimately shape the entire impression people have of your brand. As a humorous aside, I started following Scott Stratten on Twitter because I mistook him as the author of a different book I liked, "Unthinking," whose author is actually Harry Beckwith. (Stratten wrote a book entitled, "Unmarketing", hence my confusion.) The author mentioned that this current book was available on at a discounted price so I purchased it. My point? I guess just to tell you that Stratten must be doing something right if he can get me to buy his book by using Twitter. Oh, and yes, I would buy the book again and yes, I will continue to follow him. So there you go. There's my book endorsement. ~~Review by the author of the e-book, "How to Build and Manage Your Brand (in sickness and in health)."

UnAwesome is UnAcceptable. The Book of Business Awesome is designed as two short books put together; one read from the front and the other read from the back when flipped over. Covering key business concepts related to marketing, branding, human resources, public relations, social media, and customer service, The Book of Business Awesome includes case studies of successful businesses that gained exposure through being awesome and effective. This book provides actionable tools enabling readers to apply the concepts immediately to their own businesses. The flip side of the book, The Book of Business UnAwesome, shares the train-wreck stories of unsuccessful businesses and showcases what not to do. Key concepts include the power of peripheral referrals and how to create content for your "third circle" Explains how to re-recruiting your employees and re-court your customers Ensure that your business remains awesome, instead of unawesome, and apply these awesomely effective strategies to your business today.

From the Inside Flap
Awesome To-do List
Hire awesome people at every level of your business
Listen to your customers
Create amazing content that goes viral
Reach the Third Circle
Own up to mistakes and continue on being awesome
Being an awesome business requires dedication from every corner of your company, from HR to PR, to customer service and marketing. Whether you're building brand awareness, improving customer service, or filling a position, your employees and customers communicate who your brand is to the whole world. "The Book of Business Awesome" includes case studies of successful businesses that gained exposure through being awesome and effective. Discover how you can use social media to recast a mistake into a golden moment for your organization. Learn how to re-recruit your employees, recourt your customers, and spice up an old brand. Wield these awesomely effective tools, and ensure that your business remains "awesome."
UnAwesome To-do List
Set massive budget for that unawesome billboard ad (don't forget QR code!)
Ignore your customers when they reach out to you
Also, layoff customer service department
Don't forget to add pop-ups to the website! Definitely need animation, with music, something loud
In all seriousness, the marketing industry is full of amazing and powerful tools that can spell disaster for your brand if you don't use them carefully." The Book of Business UnAwesome" recounts many cautionary tales of companies that did it all wrong. Learn from other businesses' mistakes, like viral marketing gone wrong, social media done unsocially, and just hiring the wrong people, for the wrong job, at the wrong time. The cost of being unawesome to your employees and customers is much more than ever before.
From the Back Cover
Awesome To-do List
Hire awesome people at every level of your business
Listen to your customers
Create amazing content that goes viral
Reach the Third Circle
Own up to mistakes and continue on being awesome
Being an awesome business requires dedication from every corner of your company, from HR to PR, to customer service and marketing. Whether you're building brand awareness, improving customer service, or filling a position, your employees and customers communicate who your brand is to the whole world. The Book of Business Awesome includes case studies of successful businesses that gained exposure through being awesome and effective. Discover how you can use social media to recast a mistake into a golden moment for your organization. Learn how to re-recruit your employees, recourt your customers, and spice up an old brand. Wield these awesomely effective tools, and ensure that your business remains awesome. UnAwesome

To-do List Set massive budget for that unawesome billboard ad (don't forget QR code!) Ignore your customers when they reach out to you Also, layoff customer service department Don't forget to add pop-ups to the website! Definitely need animation, with music, something loud In all seriousness, the marketing industry is full of amazing and powerful tools that can spell disaster for your brand if you don't use them carefully. The Book of Business UnAwesome recounts many cautionary tales of companies that did it all wrong. Learn from other businesses' mistakes, like viral marketing gone wrong, social media done unsocially, and just hiring the wrong people, for the wrong job, at the wrong time. The cost of being unawesome to your employees and customers is much more than ever before. About the Author SCOTT STRATTEN and ALISON STRATTEN are cohosts of not only The UnPodcast, but five children, two dogs, and two cats. The original UnMarketing was the first of four bestselling books they've written together, which contain their thoughts on the changing world of business through their experiences of entrepreneurship, two degrees (Alison), not lasting long as an employee (both), and screaming at audiences around the world (Scott, Alison is more restrained). They were put on this earth to remind the world that not all Canadians are passively polite. Businesses like PepsiCo, Saks Fifth Avenue, IBM, Cirque du Soleil, Microsoft, and others have been brave enough to want their advice, to the point that Scott has been named one of the Top 5 Social Media Influencers in the world by Forbes.com. They now spend their time keynoting around the world and realize they rank 10th and 11th in order of importance in their home. SCOTT STRATTEN and ALISON STRATTEN are cohosts of not only The UnPodcast, but five children, two dogs, and two cats. The original UnMarketing was the first of four bestselling books they've written together, which contain their thoughts on the changing world of business through their experiences of entrepreneurship, two degrees (Alison), not lasting long as an employee (both), and screaming at audiences around the world (Scott, Alison is more restrained). They were put on this earth to remind the world that not all Canadians are passively polite. Businesses like PepsiCo, Saks Fifth Avenue, IBM, Cirque du Soleil, Microsoft, and others have been brave enough to want their advice, to the point that Scott has been named one of the Top 5 Social Media Influencers in the world by Forbes.com. They now spend their time keynoting around the world and realize they rank 10th and 11th in order of importance in their home.