

The Conversation Company: Boost Your Business Through Culture, People and Social Media

Steven Van Belleghem

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Research shows that consumer conversations, client happiness and empowered employees are the pillars of growth in a successful company. However, many organizations make decisions that contradict these findings and hamper their prospects of expansion. The Conversation Company will help your organization become a business in which people are the key driver of growth, sharing engaging content and building the company's culture and business objectives. People now expect any brand to have a human 'face' and you need to define a clear set of values for both employees and customers, incorporating them in your marketing so that all company communication reflects the DNA of your organization. Based on solid research and including interviews and case studies of companies such as Zappos, Kodak, Nokia and Microsoft, The Conversation Company is the key to sustainable success.

Marketing professionals: sales, account,nbsp;marketing, andnbsp;brand managers; senior marketing executives; general management; and HR management.