

# Likeable Business: Why Today's Consumers Demand More And How Leaders Can Deliver - Dave Kerpen

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It pays to be LIKEABLE! Likeable Business lays out 11 strategies for organizations of all sizes to spur growth, profits, and overall success. Dave Kerpen reveals the return on investment of principles such as listening, responsiveness, transparency, adaptability, and gratefulness. In today's social world, it literally pays to be likeable. Dave Kerpen has explained why customers expect more, and he gives you the tools to deliver on your brand promise. Be honest, be transparent, and be authentic. If you want to be likeable in business, you must read this book!

**JEFFREY HAYZLETT**, bestselling author of *Running the Gauntlet* and *The Mirror Test* Dave Kerpen's manifesto on becoming a likeable leader of a likeable business applies equally well to social entrepreneurs and the nonprofit sector. Gratitude is his concluding principle, and I sure am grateful to Dave for writing this book.

**CHARLES BEST**, founder of *DonorsChoose.org* Kerpen demonstrates how building a likeable culture may be the most vital and rewarding strategy of all.

**JOHN JANTSCH**, author of *The Commitment Engine* and *Duct Tape Marketing* This important, persuasive book will change the way you think about and operate your business. Anyone who hopes to lead successfully in the twenty-first century needs to read this book.

**MEG CADOUX HIRSHBERG**, author of *For Better or For Work: A Survival Guide for Entrepreneurs and Their Families* Author: Kerpen, Dave Publisher: McGraw-Hill Illustration: N Language: ENG Title: Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2012-10-13 SKU-13/ISBN: 9780071800471 Category: Business & Economics : Management - General

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