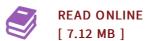




Return on Relationship

By Kathryn Rose

Tate Publishing & Enterprises. Paperback. Book Condition: New. Paperback. 136 pages. In the connection economy, trust and relationships are the new currency. Its not a soft thing you doin your spare time, its the heart and soul of your business. --Seth Godin, Author of TribesSocial Media drives engagement, engagement drives loyalty, and loyalty correlates directly to increased sales. Is your company currently focused on gaining brand advocates and building its social media credibility Do you question whether or not using Facebook, Twitter, or blogs is a worthwhile investment of your time and resources In Return on Relationship, Ted Rubin and Kathryn Rose present real world, practical ideas that will help businesses maximize their potential through using community-focused tools on the Internet. Youll discover why Thats the way its always been done will leave you without any customers. In this book you will also discover: How to Maximize your potential by using the right community-focused tools on the InternetThe importance of moving from convince and convert to converse and convertWhat main problems will keep you from seeing dramatic resultsHow building engaged and responsive communities around your brand will significantly impact your bottom lineWhether your business is just starting out or if...



Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

-- Cheyanne Barrows

The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think.

-- Hank Powlowski