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Paul M. Rand

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FOREWORD BY MARGO GEORGIADIS
PRESIDENT, AMERICAS AT GOOGLE

HIGHLY RECOMMENDED

Harnessing the Power of
WORD OF MOUTH and
SOCIAL MEDIA
to Build Your
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Your Business



PAUL M. RAND

PRESIDENT AND CEO OF ZÓCALO GROUP

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Paul M. Rand : Highly Recommended: Harnessing the Power of Word of Mouth and Social Media to Build Your Brand and Your Business (Business Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Highly Recommended: Harnessing the Power of Word of Mouth and Social Media to Build Your Brand and Your Business (Business Books):

2 of 2 people found the following review helpful. Practical data-based guide to increasing recommendations of your brand
By Robert M. Burnside I've worked with Paul a number of years and enjoy his honesty and sense of humor. Finished reading Paul's book this weekend - it's a great read - has Paul's voice in it throughout, and has lots of numbers backing up the claims in the book. Some of the many ideas that stood out for me were: moving from ROI as return on investment to return on involvement; the Shareable Story Map on page 105 nicely demonstrates an effective elevator story that can work with many different people and channels; the movement of customer service from internal processes to Social Care that engages actively with consumers in live time (yes, that means within 24 hours). I loved the idea at the close of the book that notes social media is like one big magnifying glass that cracks open your company and lays it bare for all the world to see... and the most highly recommended businesses know how to turn the magnifying glass around and use the transparency of social media to study, understand and engage with consumers on a quality basis. As Paul notes, some companies see transparency as a danger: "They'll learn all our secrets". Others see it as an opportunity: "We'll learn all of theirs!". It's a well written book that gives practical, data-based advice, on how to get your brand highly recommended in the fast moving and evolving world of social media. And best of all, it has Paul's honest humorous approach to life - a fun read.
1 of 1 people found the following review helpful. Terrific and highly useful read
By Dan Weinfurter I just finished reading Paul Rand's new book Highly Recommended. As one who has spent my career focused far more on driving sales initiatives versus being focused on marketing and branding, I found the book highly useful. Even most highly accomplished sales executives will tell you that the business-to-business selling world has changed fundamentally. Selling is still critically important in business-to-business sales, especially in businesses where it is a customized, client driven and complex sale. What has changed though is how much an executive or buyer knows or comes to know about your company. This may happen before your first sales call, or it will happen later in the sales process, but sooner or later, the prospect will look you and your company up and see what they can learn. Paul provides a tutorial on how to navigate this new world, from the importance of understanding it is not what you say as a vendor but what everyone else says about you and your company. I found the examples clear and the steps one can take to get out in front of this new world quite informative. I might still hire an expert to develop and execute the strategy that Paul suggests makes sense, but reading the book put me in a good position to know enough to begin the process and to have the right conversations on this new world.
1 of 1 people found the following review helpful. The Bible of Social Media
By William Ghitis Great business book - easy to read, compelling storytelling, insightful. A must read for those involved or wanting to get involved in the world of WOM and social media. I very rarely go out of my way to recommend anything - felt Highly Recommended is the one deserving exception!

Reach more customers and grow your business with today's most powerful marketing tool: Word-of-Mouth
Highly Recommended shows the impact of customer recommendations on businesses--transforming how people buy, how you reach customers, how you improve products, and ultimately how you can grow your company by leveraging the power of recommendations. It explains why word-of-mouth recommendations are marketing's "holy grail," how to get people talking, who gives recommendations, where recommendations occur, what it takes to build a recommendable brand, and how to instill WOM into every aspect of a business and at the center of any marketing mix. Paul M. Rand is the founder, President and CEO of Zocalo Group, one of the world's leading word of mouth and social media marketing agencies and one of the fastest growing companies inside Omnicom Group, the 2nd largest global advertising and marketing holding company. He also serves at the Chief Digital Officer for Ketchum, a leading global communications firm.

"The book is well-written and easy to read. Rand introduces a few new concepts that are easy to implement into any type of marketing. It's a great book for those new to marketing, and it's a good refresher for those that have been in marketing for a while." BlogCritics 20130924
About the Author PAUL M. RAND is the founder, president, and CEO of Zocalo Group, one of the world's leading digital, social media, and word of mouth marketing agencies and one of the fastest growing companies inside Omnicom Group. He also serves at the Chief Digital Officer for Ketchum, a leading global communications firm. He served as president of the Word of Mouth Marketing Association (WOMMA) and is on the board of the national Council of Better Business Bureaus and vice chairman of the Dean's Advisory Board for DePaul University's Driehaus College of Business and Kellstadt Graduate School of Business.
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