

Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results PDF



by by Bob Garfield : **Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results**

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Description :

PDF-e6c76 | Today's brands face an apparent choice between two evils: continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way . . . As Lennon and McCartney wrote a half century ago, money can't buy you love. But in today's... *Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results*

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