



The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers

By Adam Metz

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers, Adam Metz, Customers have changed--and you must, too, if you want to stay relevant. By now, business leaders fully understand that customers empowered by social media are fundamentally changing the way they interact with the brands they consume. What they've missed, however, is that this isn't just a marketing issue. It's an organizational issue. And those who plan to compete in the future must develop a business strategy that places major emphasis on appealing to the Social Customer. Succeeding in the new social world of business is much more than a matter of setting up Twitter accounts, understanding the mechanics of viral campaigns, or responding quickly to customer complaints in social forums before they swell out of control. Rather, it's a matter of re-engineering an entire division or organization: it's about social customer relationship management that spans across the entire company: sales, marketing, fulfillment, management, and other departments. The Social Customer provides a strategic platform you can use to position your organizations to survive and thrive, as well as tactical resources to...



READ ONLINE
[4.63 MB]

Reviews

The best book i actually go through. It can be full of wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Prof. Greg Herzog

A must buy book if you need to adding benefit. it absolutely was writtern very properly and valuable. I found out this book from my i and dad advised this ebook to find out.

-- Amanda Larkin

You May Also Like



Book Finds: How to Find, Buy, and Sell Used and Rare Books (Revised)

Perigee. PAPERBACK. Book Condition: New. 0399526544 Never Read-12+ year old Paperback book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! * I...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



Baby Bargains Secrets to Saving 20 to 50 on Baby Furniture Equipment Clothes Toys Maternity Wear and Much Much More by Alan Fields and Denise Fields 2005 Paperback

Book Condition: Brand New. Book Condition: Brand New.



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...



Leave It to Me (Ballantine Reader's Circle)

Ballantine Books. PAPERBACK. Book Condition: New. 0449003965 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!!!! * I am a...