



## Likeconomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action

By Dr Rohit Bhargava

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Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. How to become a trusted resource for consumers in a society of constant manipulation. People decide who to trust, what advice to heed, and which individuals to forge personal or transactional relationships with based on a simple metric of believability. Success, in turn, comes from understanding one basic principle: how to be more trusted. Likeconomics offers a new vision of a world beyond Facebook where personal relationships, likeability, brutal honesty, extreme simplicity, and basic humanity are behind everything from multi-million dollar mergers to record-breaking product sales. There is a real ROI to likeability, and exactly how big it is will amaze you. Likeconomics provides real-world case studies of brands and individuals that have used these principles to become wildly successful, including: An iconic technology brand that awakened a revolution among their employees by standing for something bigger than their productsA Portuguese singer who used YouTube to rack up more than 30 million views and launch her professional career. A regional team of financial advisors that went from being last in the nation among 176 branches to first, and stayed there...



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