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Is Your Business Likeable? A Review of Dave Kerpen's Social Media Book

By Anita Campbell | August 7, 2011 | In Business Book Reviews | 6 Comments

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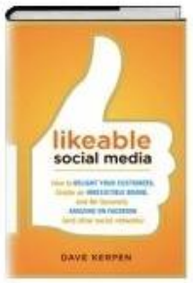
Over at a private online-business forum where I am a Moderator, the members regularly discuss social media. About once every 60 days someone will start a thread that ends up as a referendum on the same question:

"Is social media a waste of time for businesses?"



Those discussions always end the same way. Some people are convinced of social media's value. Others flatly declare that "real businesses don't get any real value from social media." Still others are confused and aren't sure *what* to think.

If the jury is still out on social media in your mind, then I recommend you read ***Likeable Social Media***. Author Dave Kerpen answers the question about social media's business value on the very first page.

He begins the book by telling the story of waiting in the check-in line at

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Today's Daily Tip

List of company assets – 5 trucks, 2 cars, 8 desks, 9 computers, office equipment and a 43 year old

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Review - Dave Kerpen's The Art of People: 11 Simple People Skills That Will Get You Everything You Want

Jay Robb
Comms manager with McMaster's Faculty of Science & former biz book reviewer for the Hamilton Spectator.

June 6, 2016

*This review first ran in the June 6 edition of **The Hamilton Spectator**.*

The Art of People: 11 Simple People Skills That Will Get You Everything You Want

By **Dave Kerpen**

Crown Business

$36

Supporters of Hamilton's billion dollar light rail transit (LRT) project deserve full marks for doing their homework.

They're a fount of knowledge on all things LRT.

It's now time to show how it's done when it comes to community engagement, starting

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GET OVER YOURSELF

How to Lead and Delegate Effectively for More Time, More Freedom, and More Success

by Dave Kerpen | Read by Dave Kerpen

Business & Finance • 4.75 hrs. • Unabridged • © 2024

Entrepreneur and business coach Dave Kerpen shares knowledge and skills he gained from launching and growing multiple businesses. His treatise addresses the impacts of AI, social media, gig work, and remote work. These developments require that today's leaders concentrate on the most important, not necessarily the most urgent, company matters--and delegate essentially everything else. At first, Kerpen's performance is spotty. Some of his pauses make it difficult to follow his sentences. At the same time, he is

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OAKLAND UNIVERSITY

Wednesday, December 12, 2012

2012 Book Review: "Likeable Social Media" by Dave Kerpen

"Likeable Social Media"
by Dave Kerpen
Reviewed by Luke Cloutier

As social media analyst for the Macomb-OU INCubator, finding new campaign strategies is vital. Dave Kerpen's "Likeable Social Media" provides plenty of information for this, as he is an entrepreneur and also the co-founder and CEO of Likeable Media.

Within his book, Kerpen describes 18 ways social media can work for your business, and accompanies them with many case studies on how these tools are used in real scenarios. "Likeable Social Media" is a great asset for all small business owners, as long as they have prior social media knowledge. It contains a vast amount of information that focuses on how your company should brand its products and services through social media networks. Although social media is new to many companies, it is also here to stay.

As just one of the 18 examples, Kerpen focuses on how sharing stories with the public builds brand identity. This leads to engaging with your audience, and giving a positive image to the public. Certain ways of sharing with the public includes telling stories of how your company started, including failures and successes, triumphs and tribulations, and goals.

Throughout "Likeable Social Media," Kerpen offers insight towards strategies that companies should focus on in marketing and advertising via social media. Kerpen also states "there is no way to successfully use social media as an organization if you simply silo it to marketing or advertising." One of the best take aways from the book is the concept of painting a picture for your following, which are the people that support your company, and follow you through your social media platforms.

For anyone interested in social media for business, Kerpen's book is a great read. It promotes the use of social media within a company as beneficial for your brand. Learn how to think and act like your consumer, to respond quickly to bad and negative comments, to admit when your company makes a mistake, and to inspire your customers to share testimonials to the public. In this new era of companies providing information through social media platforms, this is a must read that will show how to build a strong following from the ground up.

SUMMARY

Created by Joan Carleton (jfcarlet@oakland.edu) on Wednesday, December 12, 2012
Modified by Joan Carleton (jfcarlet@oakland.edu) on Wednesday, December 12, 2012
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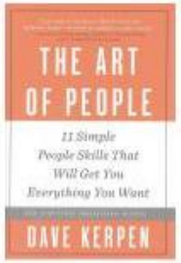
Book Review: The Art of People by Dave Kerpen

by Helena Escalante, Business Outreach, Thomas Yoseloff Business Center at SNFL
March 11, 2016



In Shakespeare's *Julius Caesar* the soothsayer warned: "beware the ides of March," yet this year I say "embrace the ides of March" because on March 15 Dave Kerpen is launching his new book *The Art of People: 11 Simple People Skills That Will Get You Everything You Want*.

Since Dave is a baseball fan it's only fitting to describe his book as a home run. The book is a compilation of Dave's life and business stories which helped him attain his goals or taught him valuable lessons in the art of dealing with people.

It's a very easy and enjoyable read, and since I admire Dave, it was a good way to peek into his mind and actions. *The Art of People* led me to understand the things Dave does that make him so "likeable" and that result in him being such a great influencer and leader in his field.

Dave provides an honest and humble view into the challenges and situations that he has encountered in his personal path, as well as in dealing with employees, colleagues and investors throughout his business life. From learning to listen to his client at a sales meeting, to appointing his daughter as the "President of Table Clearing," Dave's stories will make you laugh, cry, cringe and, more importantly, learn how to finesse your people skills. Applying the 11 actionable skills will allow you to connect better, have more meaningful relationships, and make people smile when they think of you.

Thanks for a great book, Dave, and best wishes for continued success!

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