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Titolo	The book of business awesome [[electronic resource] ] : how engaging your customers and employees can make your business thrive ; The book of business unawesome : the cost of not listening, engaging, or being great at what you do / / Scott Stratten
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Descrizione fisica	1 online resource (274 p.)
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Soggetti	Relationship marketing Customer relations Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di contenuto	How one man changed a billion-dollar brand -- Marketing is a verb -- Remarry your current customers -- The sun rises online.
Sommario/riassunto	UnAwesome is UnAcceptable. The Book of Business Awesome is designed as two short books put together-one read from the front and the other read from the back when flipped over. Covering key business concepts related to marketing, branding, human resources, public relations, social media, and customer service, The Book of Business Awesome includes case studies of successful businesses that gained exposure through being awesome and effective. This book provides actionable tools enabling readers to apply the concepts immediately to their own businesses. The flip side of the