



**Likeable Social Media, Revised and Expanded:
How to Delight Your Customers, Create an
Irresistible Brand, and Be Amazing on Facebook,
Twitter, LinkedIn, Instagram, Pinterest, and More**

Dave Kerpen

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The *New York Times* and *USA Today* bestseller—updated to bring you up to speed on the latest social media sites, features, and strategies

From one of the world's leading figures in social media marketing, networking, and business applications comes the heavily revised and updated edition of the *Likeable Social Media*.

Dave Kerpen is CEO of Likeable Local and Likeable Media, which has won two WOMMY awards from the Word of Mouth Marketing Association (WOMMA) for excellence in word-of-mouth marketing.

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