



Return on Relationship

By Kathryn Rose, Ted Rubin

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In the connection economy, trust and relationships are the new currency. It's not a soft thing you do in your spare time, it's the heart and soul of your business.

--Seth Godin, Author of Tribes

Social Media drives engagement, engagement drives loyalty, and loyalty correlates directly to increased sales.

Is your company currently focused on gaining brand advocates and building its social media credibility? Do you question whether or not using Facebook, Twitter, or blogs is a worthwhile investment of your time and resources? In Return on Relationship, Ted Rubin and Kathryn Rose present real world, practical ideas that will help businesses maximize their potential through using community-focused tools on the Internet. You'll discover why 'That's the way it's always been done' will leave you without any customers.

In this book you will also discover:

- How to Maximize your potential by using the right community-focused tools on the Internet
- The importance of moving from convince and convert to converse and convert
- What main problems will keep you from seeing dramatic results
- How building engaged and responsive communities around your brand will significantly impact your bottom line

Whether your business is just starting out or if you've been a leader in your field for years, in Return on Relationship, Ted Rubin and Kathryn Rose give you a guided tour to taking your company to the next level.

What people are saying:

Ted and Kathryn understand that marketing at its core has always been about relationships. Return on Relationship will help your business win in this new hyper-connected era! I hope you are ready. Your customers are.

--Frank Eliason, Author of *@YourService*, Global Dir. Social Media, Citi

The sooner businesses learn that relationships are more important than ever, the sooner they can

thrive. This book will help lead them down the road to success.

--C.C. Chapman, Author of *Content Rules* and *Amazing Things Will Happen*

The critical need to understand how to build and measure successful relationships has never been more important. In *Return on Relationship*, Ted Rubin and Kathryn Rose insightfully examine the intersection of digital technology and relationship marketing to deliver real value for brands.

--Linda Boff, Global Exec. Dir., Advertising and Digital Marketing, GE

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Editorial Review

Review

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--Seth Godin, Author of Tribes

Ted Rubin and Kathryn Rose see eye to eye with me on this. A company that intends to survive in the modern business environment needs to master the art of building relationships of value. This isn't touchy-feely. This is pure business survival.

--Chris Brogan, CEO, Human Business Works, co-author of The Impact Equation

In *ROR*, Ted and Kathryn make you think about the 5th and 6th P of Marketing, People and Purpose. In the end, that's what relationships are about ... not numbers.

--Brian Solis, Principal Analyst, Altimeter Group, Author of *Engage!* and *The End of Business as Usual*

This is a book where you can learn to cash in on social media. Ted Rubin and Kathryn Rose show you and every organization how to take it to the bank.

--Jeffrey Hayzlett, Global Business Celebrity, Bestselling Author, *Sometime Cowboy*

In their new book *Return on Relationship*, Ted Rubin and Kathryn Rose explain the shift in mindset needed to be a successful marketer in today's new social age. This book is a must-read for any marketer who sees the transformational force of social and wants prescriptive steps to navigate the new fundamentals.

--Tami Canizzaro, IBM, Exec. Dir. of Marketing

This excellent, common-sense approach to applying the best principles of human relationships to modern brand marketing gives new salience to the idea that today business is indeed "social."

--Marisa Thalberg, VP, Corp. Global Digital Marketing, The Estée Lauder Companies, Inc.

In *Return on Relationship*, Ted Rubin and Kathryn Rose help move us all forward by looking back to the basics of what it's all really about.

--Morgan Johnston, Manager Corp. Communication JetBlue Airways

Users Review

From reader reviews:

Lisa Streeter:

Do you have favorite book? If you have, what is your favorite's book? Guide is very important thing for us to understand everything in the world. Each reserve has different aim or maybe goal; it means that publication has different type. Some people feel enjoy to spend their time for you to read a book. They may be reading whatever they consider because their hobby is reading a book. Consider the person who don't like reading a book? Sometime, man feel need book if they found difficult problem or perhaps exercise. Well, probably you

will want this Return on Relationship.

Christopher Sanchez:

Book is usually written, printed, or created for everything. You can recognize everything you want by a reserve. Book has a different type. As we know that book is important factor to bring us around the world. Beside that you can your reading talent was fluently. A book Return on Relationship will make you to possibly be smarter. You can feel more confidence if you can know about every little thing. But some of you think this open or reading any book make you bored. It isn't make you fun. Why they could be thought like that? Have you searching for best book or appropriate book with you?

Roger Patrick:

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Jennifer Chambers:

Precisely why? Because this Return on Relationship is an unordinary book that the inside of the book waiting for you to snap the item but latter it will distress you with the secret this inside. Reading this book alongside it was fantastic author who all write the book in such wonderful way makes the content on the inside easier to understand, entertaining approach but still convey the meaning totally. So , it is good for you because of not hesitating having this anymore or you going to regret it. This unique book will give you a lot of rewards than the other book have such as help improving your ability and your critical thinking method. So , still want to hold up having that book? If I have been you I will go to the publication store hurriedly.

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