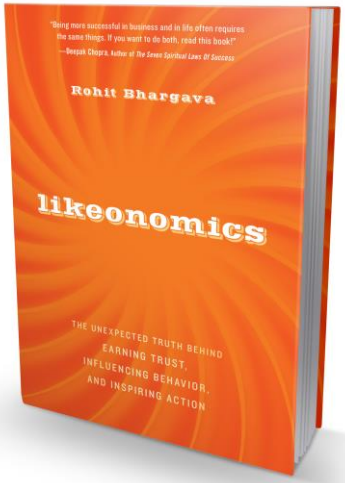


INFLUENTIAL MARKETER LEARNING SERIES

How To Write A Book

The Making Of Likeonomics

by

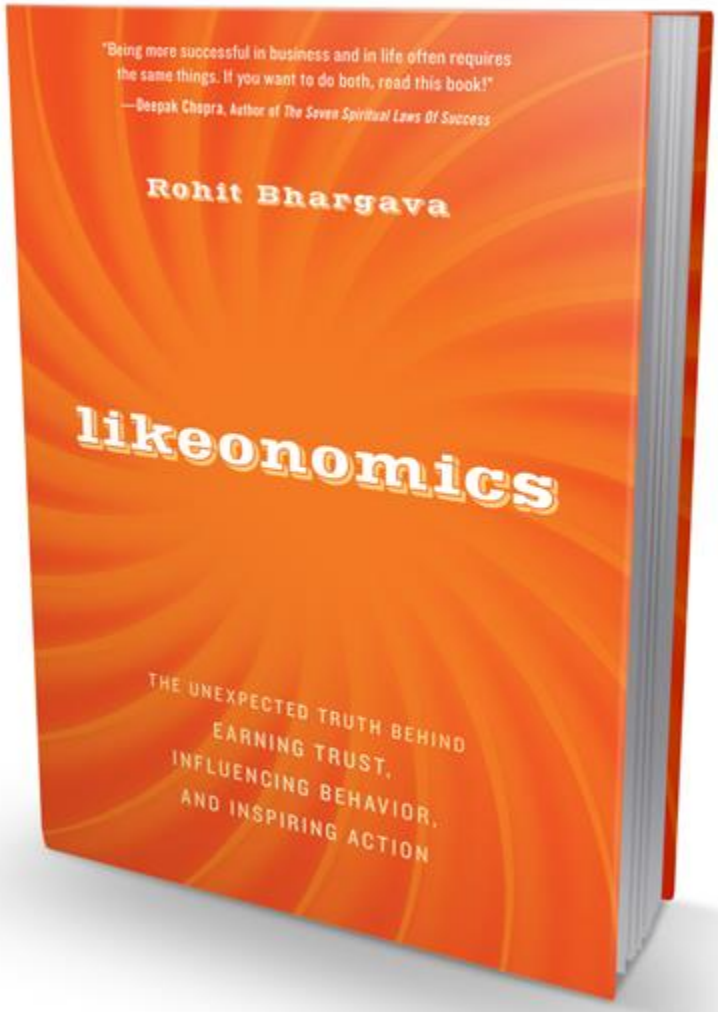
ROHIT BHARGAVA

Wall Street Journal Best Selling Author of Non-Obvious

Have you ever wondered how to write a book?

Like for instance ...

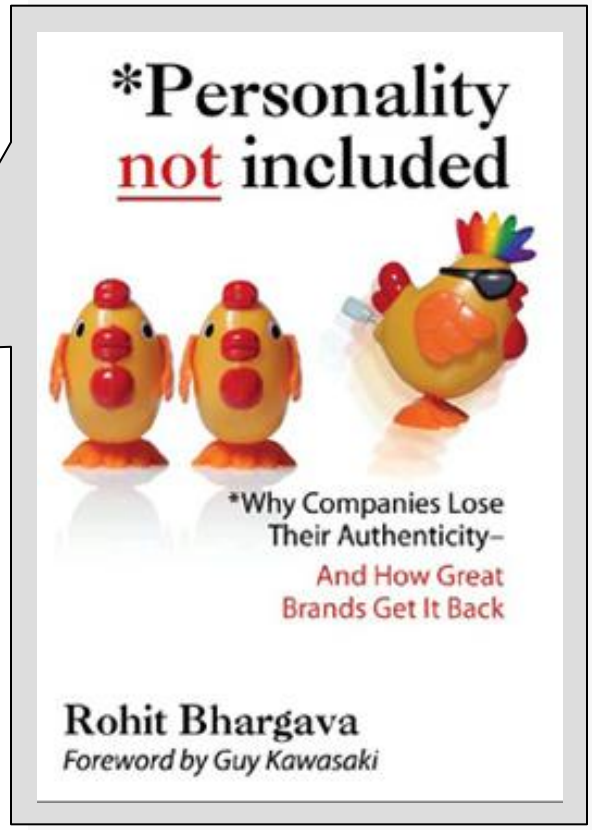
How do you create a book idea?
Do you need a publisher and how to get one?
How do you actually do research for a book?
What does it take to write 250-300 pages?



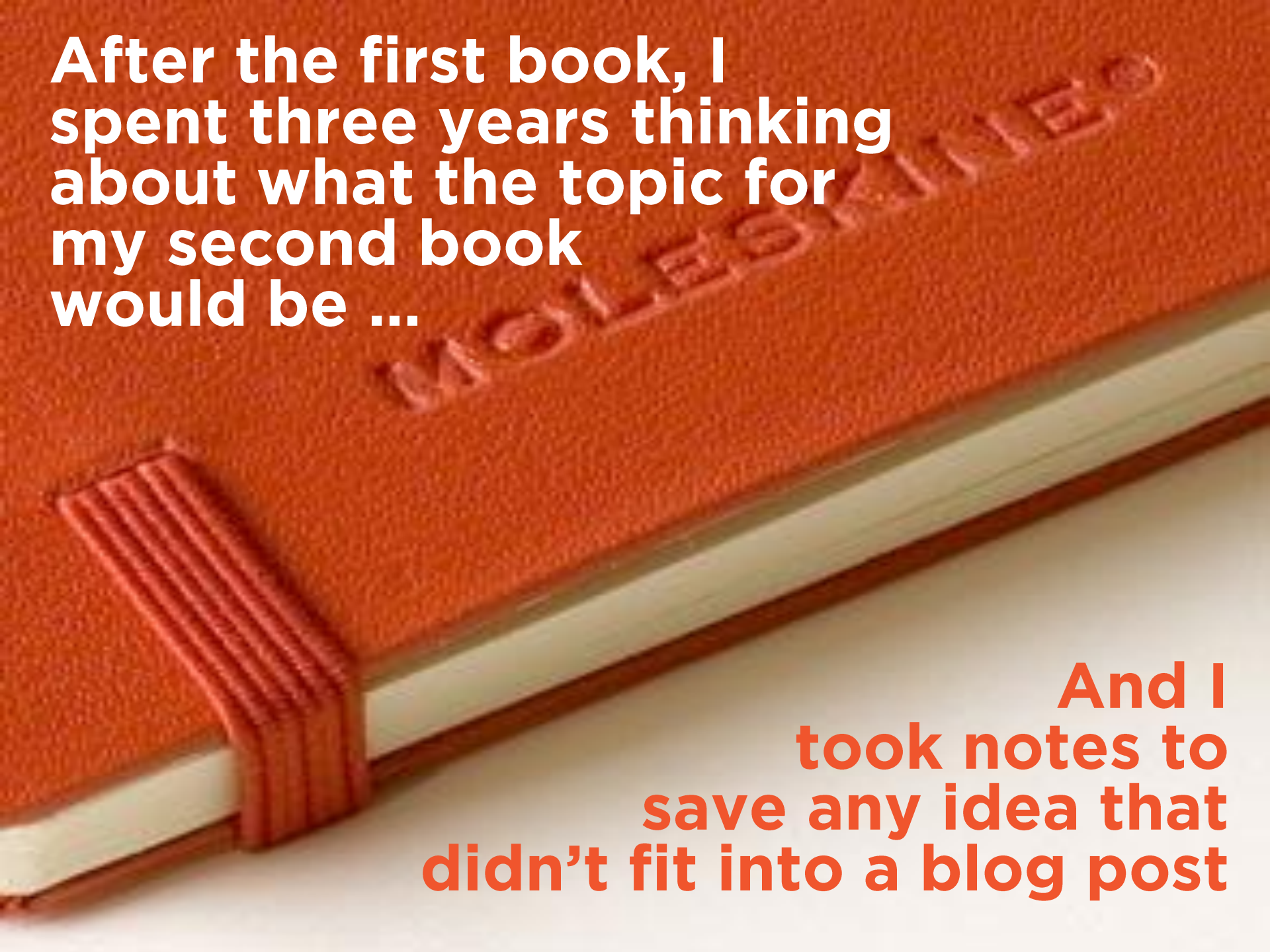
This is my book, Likeonomics.

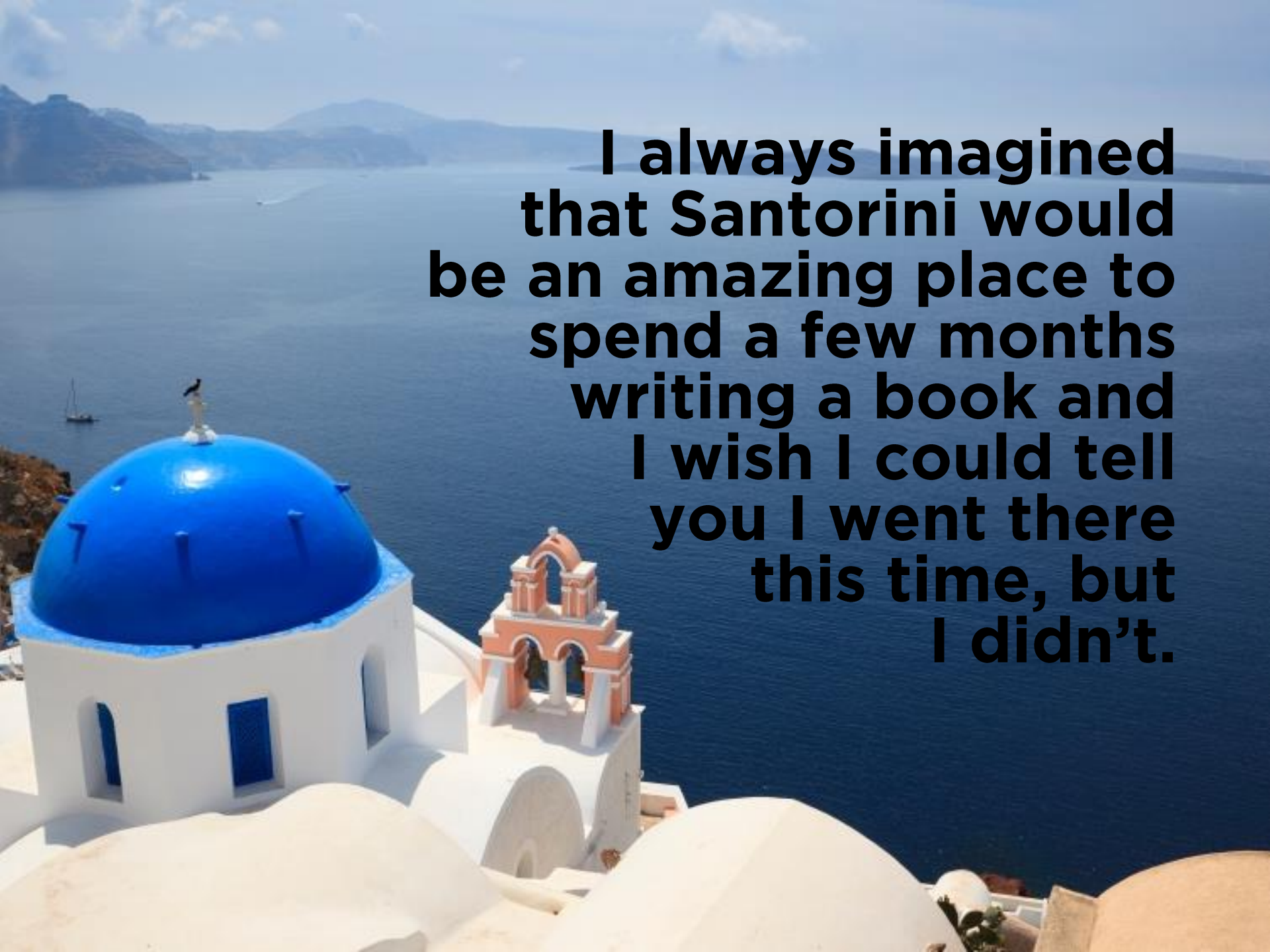
It is all about how likeability is the real secret to being more trusted.

It's my second book.



The first book was about why companies need to have a personality.


After the first book, I spent three years thinking about what the topic for my second book would be ...
MOLESKINE
And I took notes to save any idea that didn't fit into a blog post


I always imagined
that Santorini would
be an amazing place to
spend a few months
writing a book and
I wish I could tell
you I went there
this time, but
I didn't.

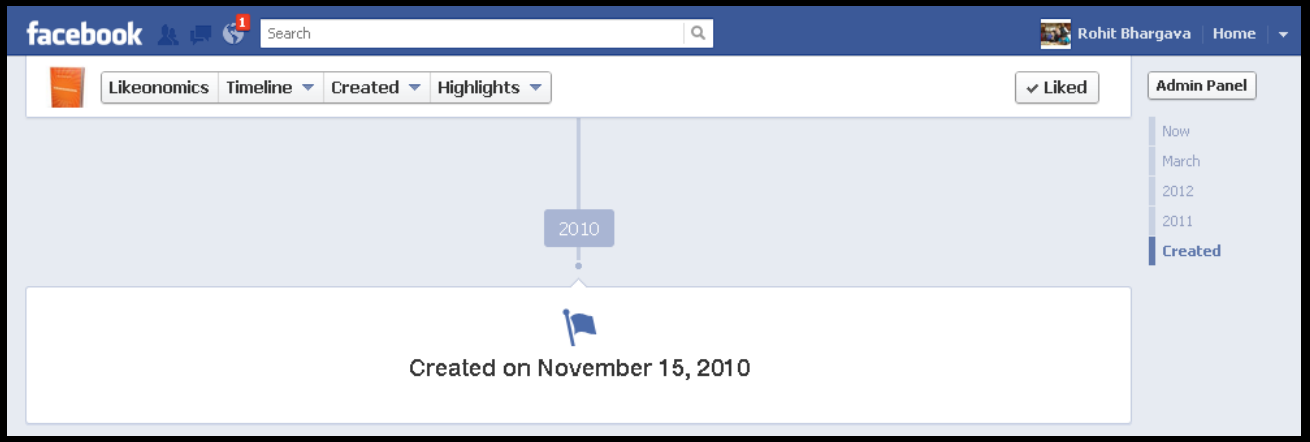
Instead I wrote from home, ate frozen burritos from Trader Joe's ... and loved (almost) every moment.

Photo Credit: John McDevitt
http://www.laziestvegans.com/2011/05/trader-joes-vegetable-burritos.html

This presentation is the true story of the creation of Likeonomics.

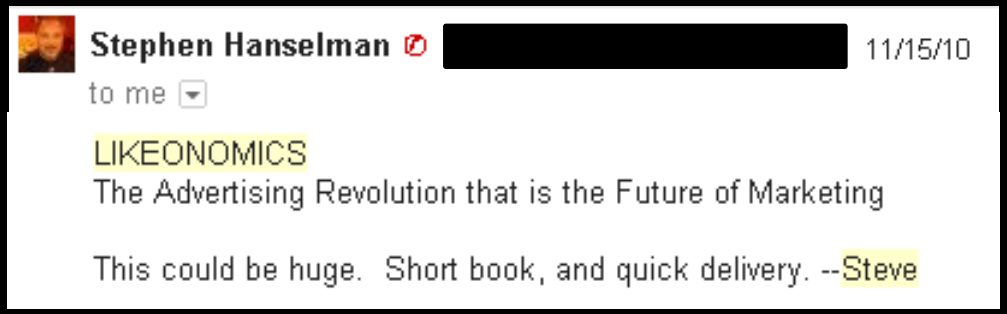
It is also a glimpse at what it is really like to sell, research, write and promote a book.

Part 1:
Finding and Claiming the Big Idea

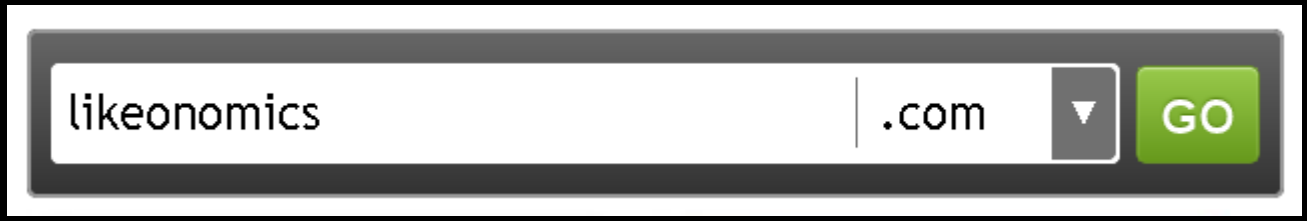


The first piece of unexpected truth about this book is that I didn't come up with the title.

That honor belongs to my literary agent, Steve, who suggested it with this email ...



I registered the URL www.likeonomics.com almost immediately ...



About 6 weeks later, I first introduced the concept of "Likeonomics" publicly ...

by featuring it as my #1 2011 marketing trend to watch.

On January 2, 2011 – Rohit first introduced the concept of Likeonomics in a presentation predicting some of the biggest trends to watch in the world of marketing, consumer behavior and social media.

Within 24 hours, the presentation had more than 15,000 views ... and since then it has been viewed by a highly targeted audience around the world more than 50,000 times.

1. Likeonomics

RT @rohitbhargava – 2011 Marketing Trend #1: Likeonomics – Influencers lend social capital to brands, helping the most HUMAN brands win.

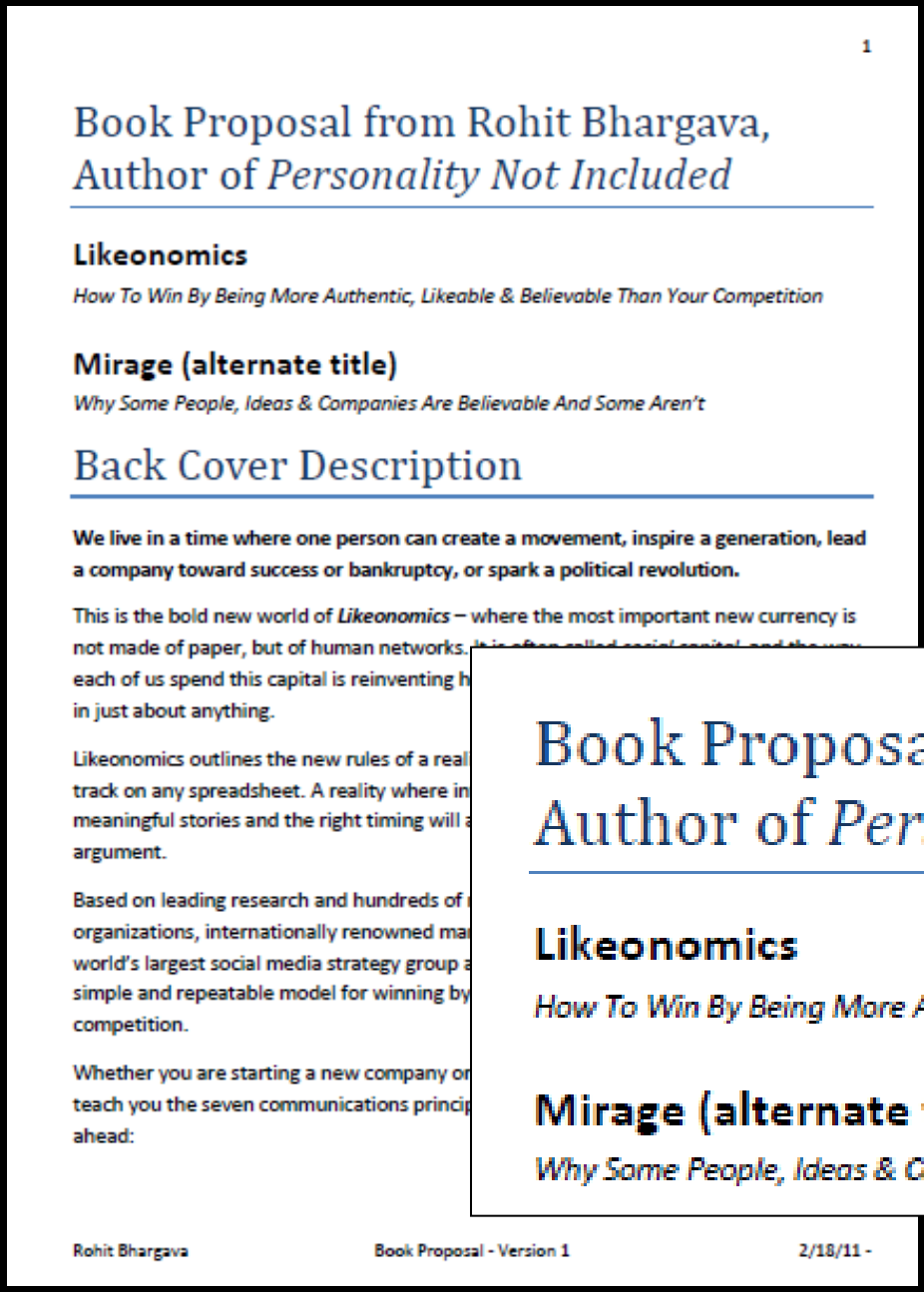
SUMMARY
We are increasingly living in a world of microinfluence, where individual taste makers can publish anything from personal media properties to 140 character bursts of opinions. All of this content is social currency – and it is having a big impact on consumer behaviour.

In 2011, the power and reach of individual affinity will lead to the rise of "Likeonomics." **Likeonomics is a term that describes how personal relationships, individual opinions, powerful storytelling and social capital are helping brands and their products or services to become more *believable*.** Believable brands inspire word of mouth and create experiences that people can't help sharing with others.

EXAMPLE:
Ford Explorer Facebook Launch
One of the most innovative automotive launches of the 2010 year was Ford's reveal of the new Explorer on Facebook. The effort not only introduced the new car, but used the power of social capital from influencers online to spread the word about the car and drive attention and interest on it throughout launch.

EXAMPLE:
Innocent Drinks
This UK brand has built a cult following around all that they do by not only producing fruit smoothies that consumers love, but also by telling a strong story behind those products, inviting their customers in to experience everything about them and then share their story with as many others as they can.

Part 2:
Creating the Proposal & Getting the Deal



1

Book Proposal from Rohit Bhargava, Author of *Personality Not Included*

Likeonomics

How To Win By Being More Authentic, Likeable & Believable Than Your Competition

Mirage (alternate title)

Why Some People, Ideas & Companies Are Believable And Some Aren't

Back Cover Description

We live in a time where one person can create a movement, inspire a generation, lead a company toward success or bankruptcy, or spark a political revolution.

This is the bold new world of ***Likeonomics*** – where the most important new currency is not made of paper, but of human networks. It is often called social capital and the way each of us spend this capital is reinventing h
in just about anything.

Likeonomics outlines the new rules of a real
track on any spreadsheet. A reality where in
meaningful stories and the right timing will
argument.

Based on leading research and hundreds of
organizations, internationally renowned ma
world's largest social media strategy group
simple and repeatable model for winning by
competition.

Whether you are starting a new company or
teach you the seven communications princi
ahead:

Rohit Bhargava Book Proposal - Version 1 2/18/11 -

So I wrote a 12 page book proposal about the idea and how I would create and sell a book on it.

Book Proposal from Rohit Bhargava, Author of *Personality Not Included*

Likeonomics

How To Win By Being More Authentic, Likeable & Believable Than Your Competition

Mirage (alternate title)

Why Some People, Ideas & Companies Are Believable And Some Aren't

The Competing Book Landscape

	#1 - We currently have an unprecedented *crisis of believability*, fueled by distrust of marketing, lack of authenticity and too much spin.
	#2 - We also have far more complexity and noise in our lives from every angle, and technology makes it worse, leaving us feeling overloaded.
	#3 – Meanwhile, every day there is more research which shows that people act irrationally and are more guided by emotions than logic.
	#4 – Stories go to the heart of emotion and are the secret weapon of most skilled communicators and organizations to inspire belief.
	#5 - Visual thinking and presentation are helping those communicators and organizations to share ideas widely and encourage more collaboration.
	#6 - Social networking is providing the final critical aspect of amplification, letting individual ideas travel around the world and inspire big changes.

I looked at other best selling books in different categories and outlined how my book would build on those ideas – but also carve a new place for itself.

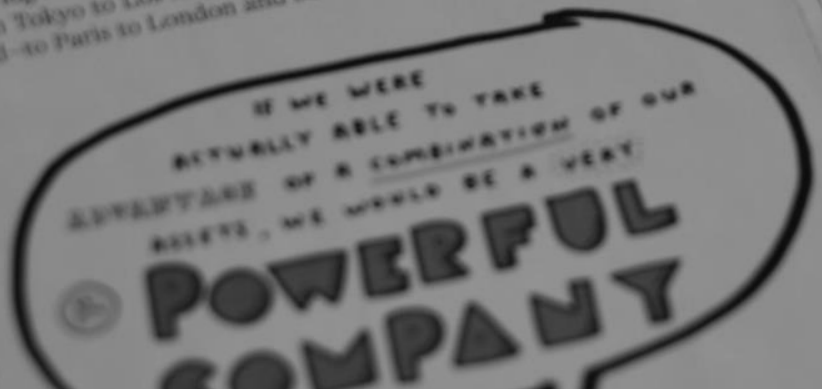
After speaking to 5 publishers – we signed a contract with a large publisher to write Likeonomics.

It would be the last time I published a book "traditionally."

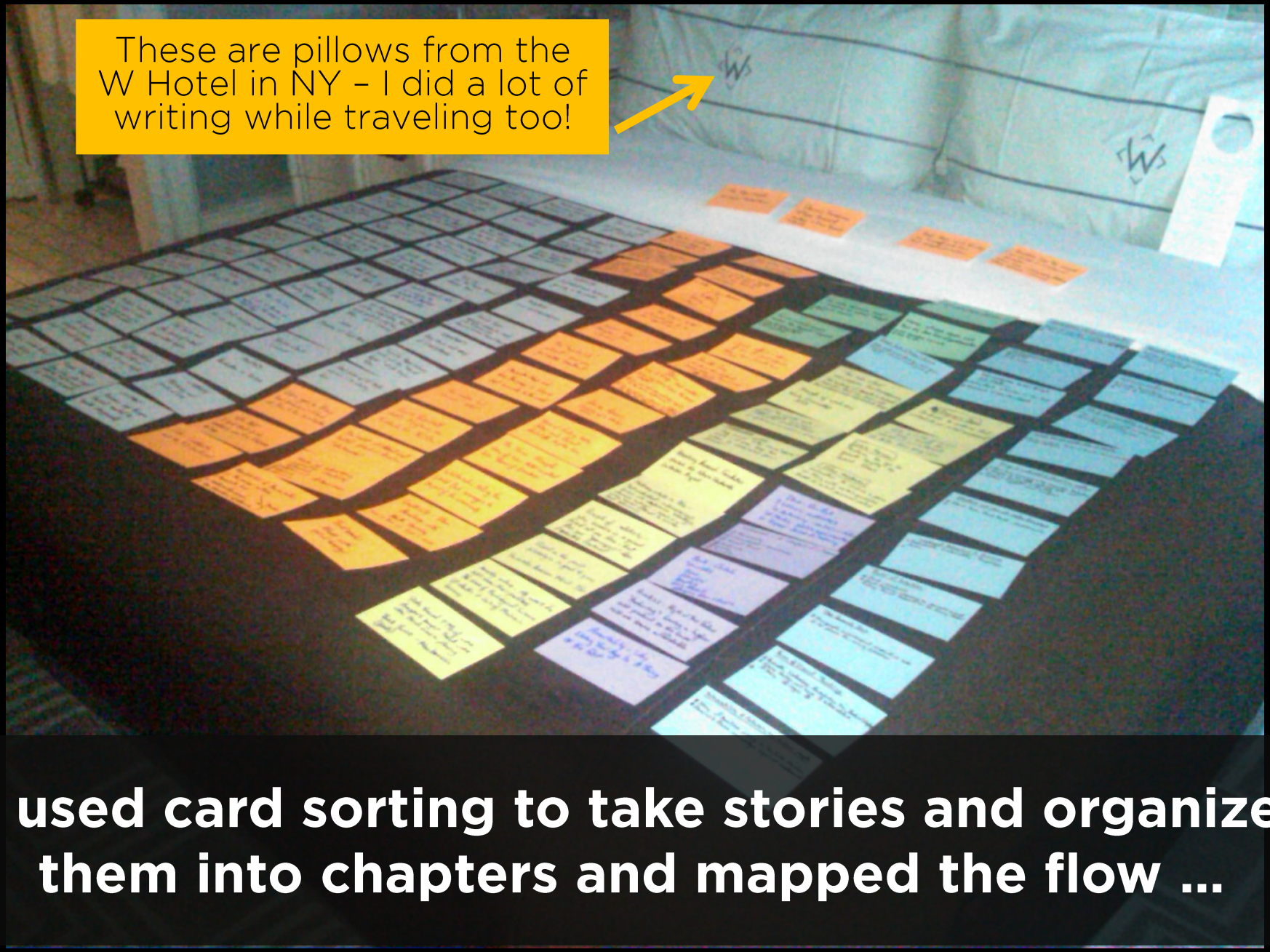
Part 4:
Doing the Research & Outlining the Book

The first thing I did was to go out and buy a lot of books – and every week I would buy 6 or 7 new ones.

I ripped pages out of magazines and printed articles to read and highlight…



Then I grouped all the articles into sections and organized them into folders ...



I used card sorting to take stories and organize them into chapters and mapped the flow ...

And I struggled with the subtitle and how to focus the book for several months.

Likeonomics

Surviving The Global Believability Crisis

How The World Is Solving Its Own Believability Crisis

Why Some Things Are Believable While Others Aren't

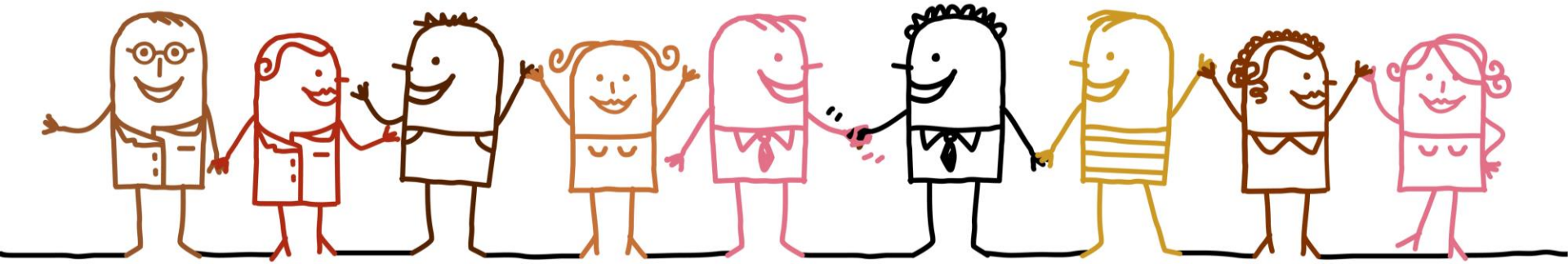
How To Be More Believable In The New Affinity Economy

How Affinity Is Changing The Way We Buy & Believe In Anything

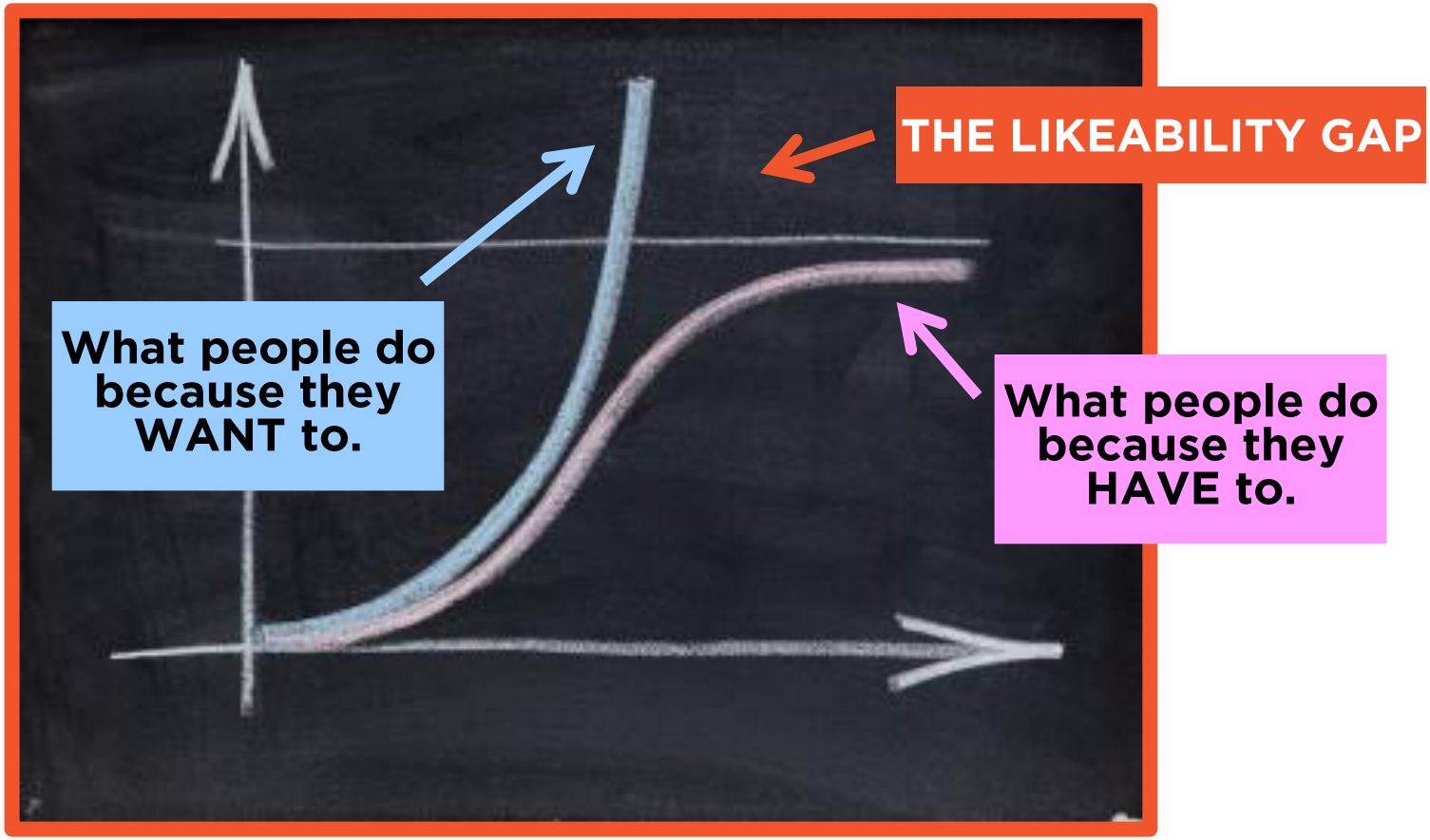
But the CORE idea of the book finally started to come out ...

And it was NOT about counting “likes” on Facebook.

It was based on a simple truth ... that we do business and build relationships with people we like.



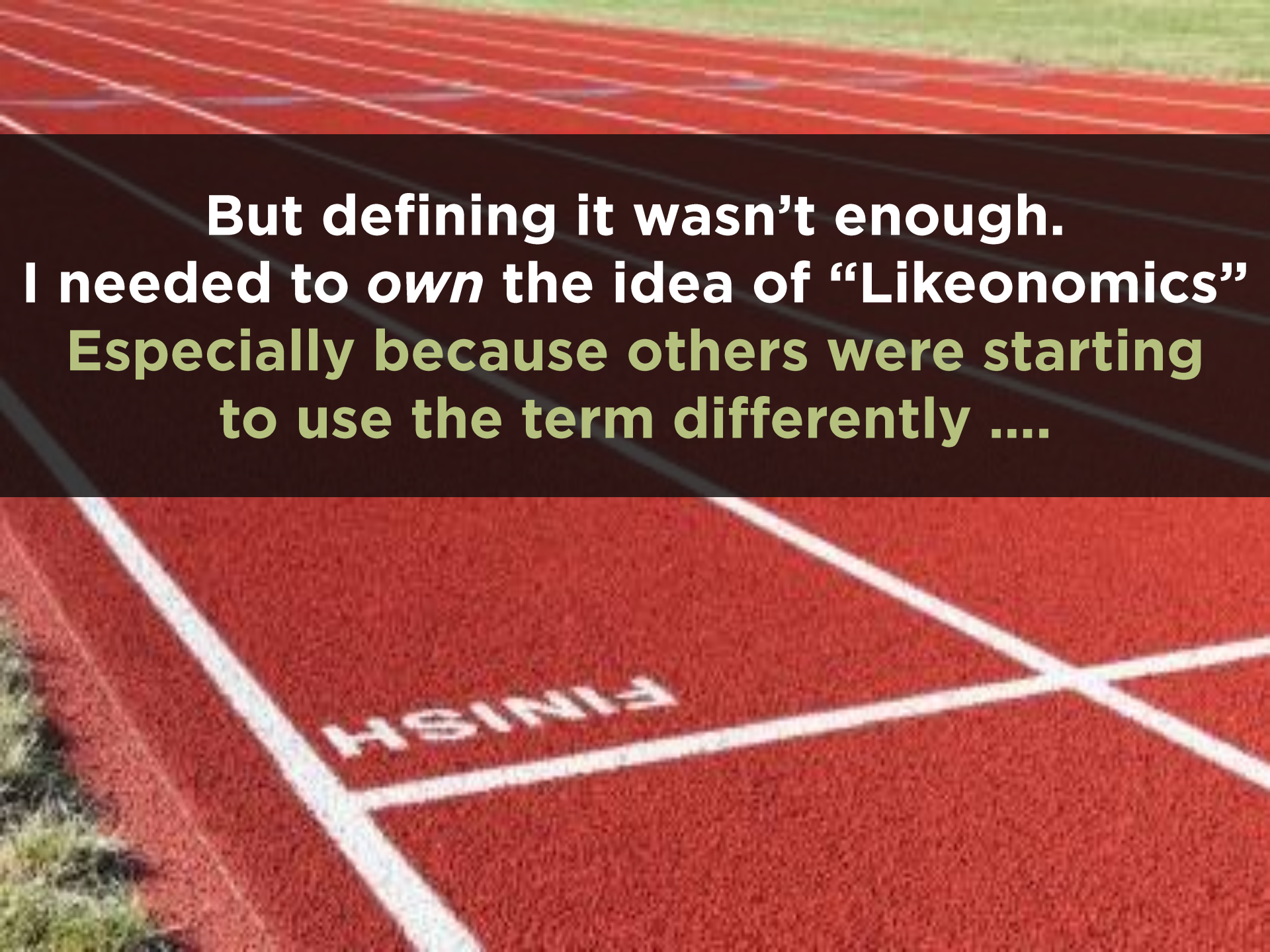
And that your ability to succeed depends on filling something I called the “likeability gap.”



Likeonomics

explains the new *affinity economy* where the most likeable people, ideas and organizations are the ones we believe in, buy from and get inspired by.

Part 5:
Owning The Idea


But defining it wasn't enough.
I needed to *own* the idea of "Likeonomics"
Especially because others were starting
to use the term differently ....
FINISH

HOW TO: Make Your PR & Marketing Believable

May 13, 2011 by **Erica Swallow**

48

Likeonomics

A New Book On How To Survive The Modern Believability Crisis

Rohit Bhargava

Author, Personality Not Included
SVP, Global Strategy & Marketing, Ogilvy
Professor Of Marketing, Georgetown University

@rohitbhargava

#likeonomics

The Official Launch Presentation From: Mashable Connect
May 12th - 14th, 2011 — Walt Disney World® Resort, FL

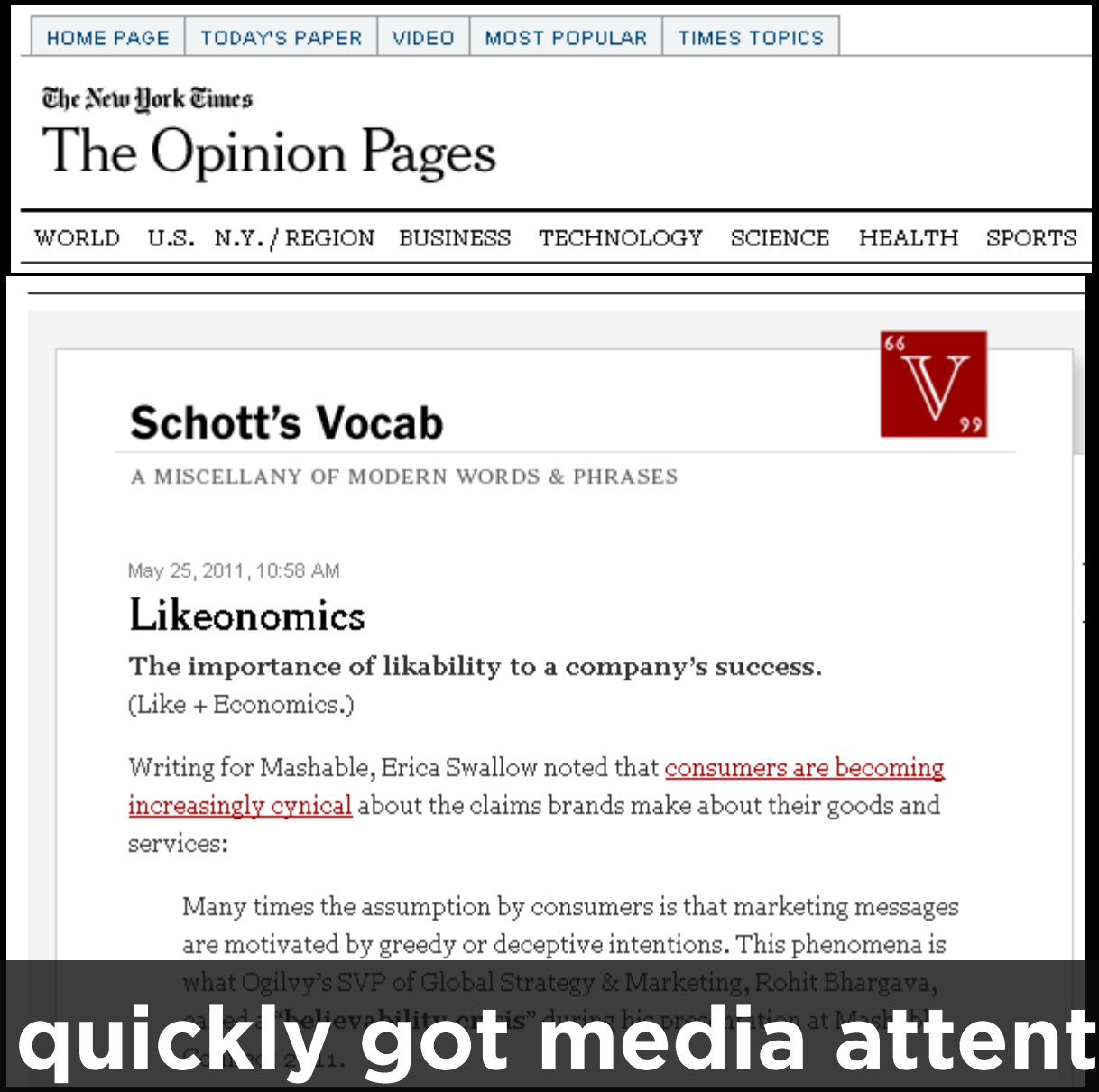
r Business With Google. Claim Your $75 Coupon Now!

onals have dug
helming amount of PR
consumers on a daily
rd, trying to spot the
motto, message or
the assumption by
s are motivated by
enomena is what
keting, Rohit Bhargava,
resentation at Mashable Connect 2011.

apon — we believe in people and companies that we like," said
Bhargava. For those in the public relations and marketing industries, it is important to gain back the trust
they've lost from consumers by understanding what makes people, ideas and organizations more believable.
Bhargava spoke about what he calls Likeonomics, which "explains the new affinity economy where the most
What makes a person or organization believable, then? Bhargava said that Likeonomics is based on being
simple, human,

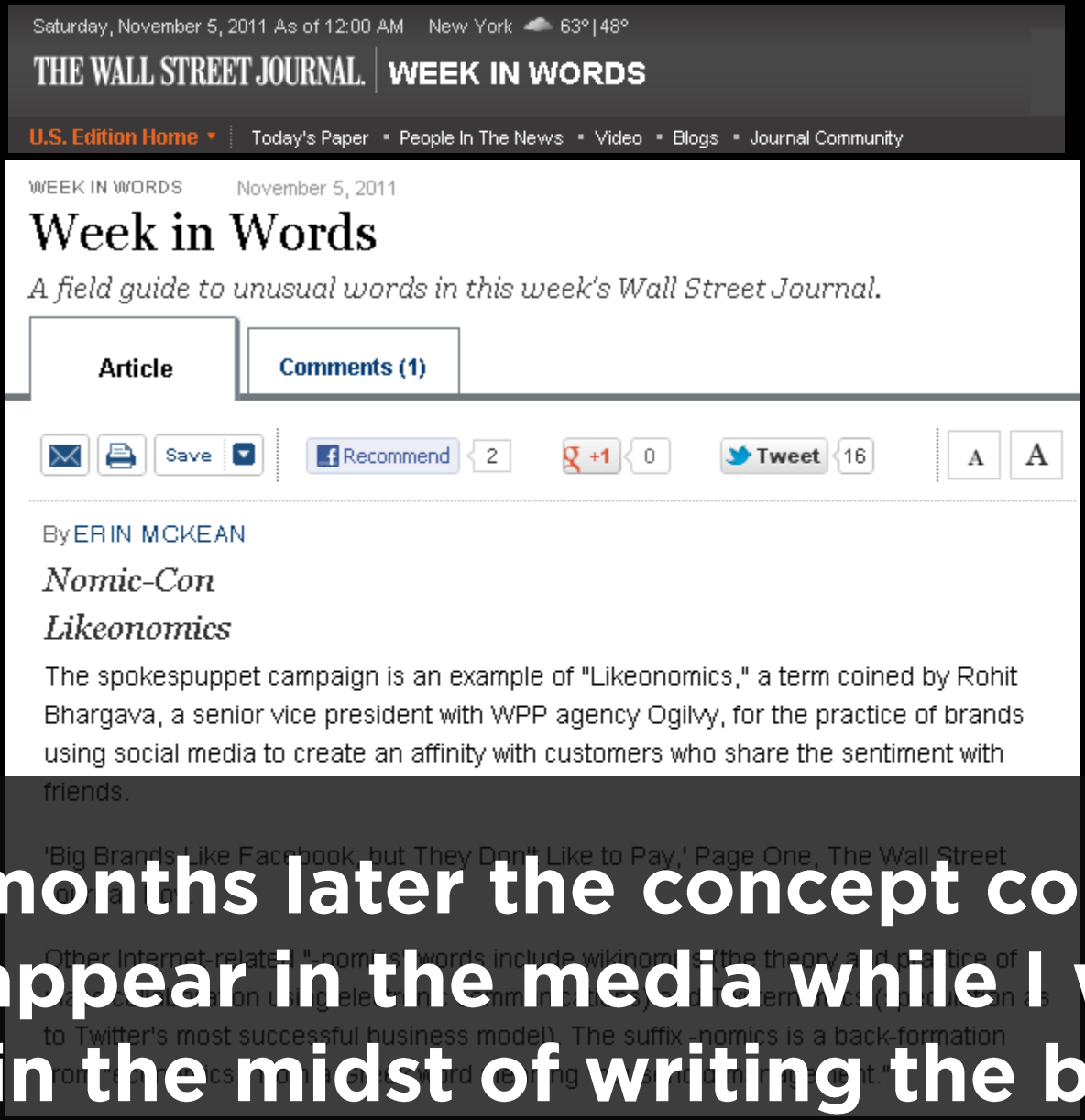
Share

So I first introduced the idea of Likeonomics at the Mashable Connect conference in May of 2011.



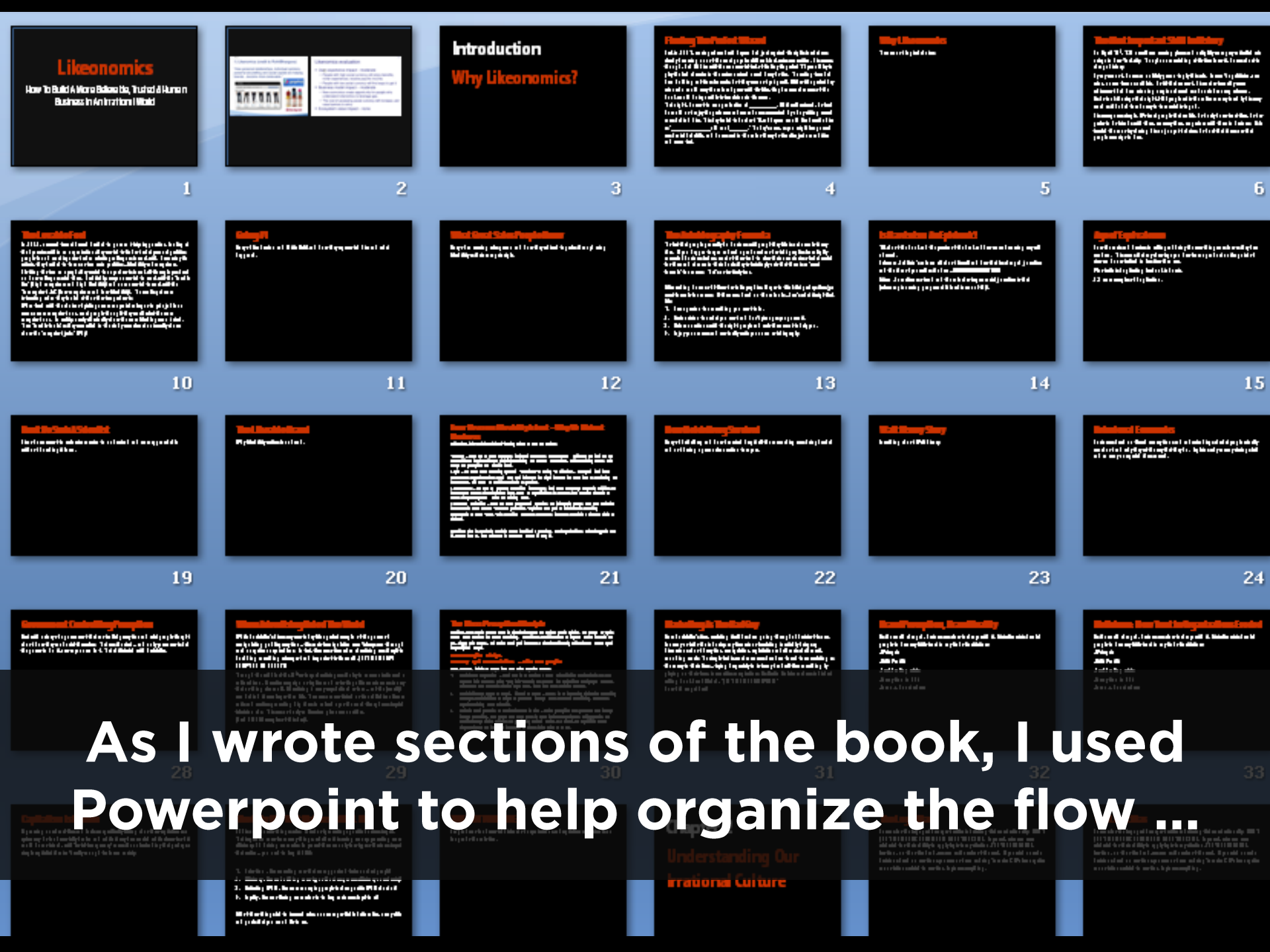
And it quickly got media attention ...

I registered and launched several branded social media platforms ...

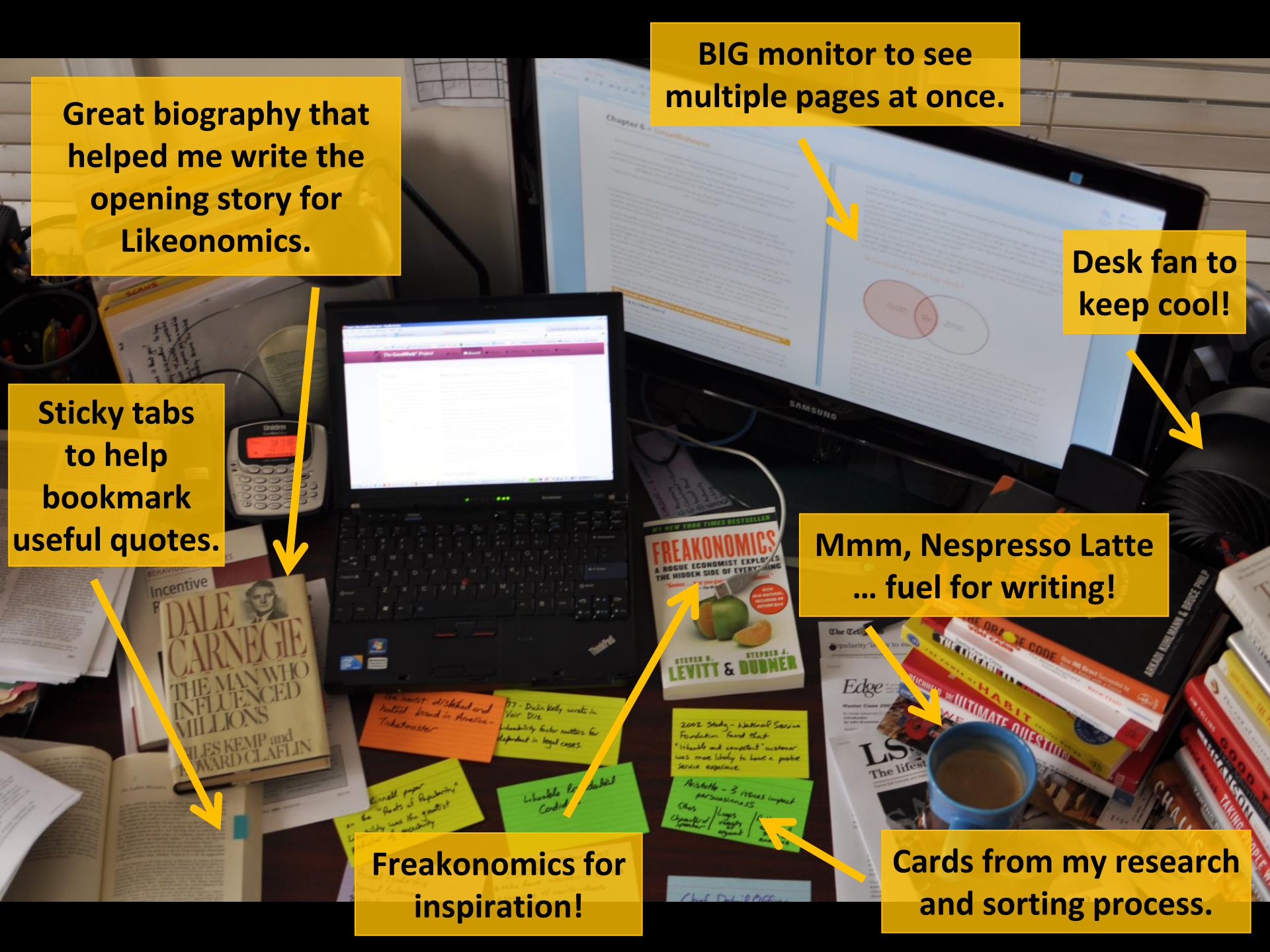


And 6 months later the concept continued to appear in the media while I was still in the midst of writing the book.

Part 6:
The Writing & Editing


Likeonomics
How To Build A More Believable, Trusted & Human Business In An Irrational World
Introduction
Why Likeonomics?
1
2
3
4
5
6
10
11
12
13
14
15
19
20
21
22
23
24
28
29
30
31
32
33
As I wrote sections of the book, I used Powerpoint to help organize the flow ...

This was what my desk looked like on an average writing day ...


Great biography that helped me write the opening story for Likeonomics.
BIG monitor to see multiple pages at once.
Desk fan to keep cool!
Sticky tabs to help bookmark useful quotes.
Mmm, Nespresso Latte … fuel for writing!
Freakonomics for inspiration!
Cards from my research and sorting process.
DALE CARNEGIE
THE MAN WHO INFLUENCED MILLIONS
FREAKONOMICS
LEVITT & DUBNER
SAMSUNG

Chapter 1 – Inside The Modern Believability Crisis: How Rockefeller's Dimes, War Propaganda and the Marlboro Man Ruined The World

"We are governed, our minds molded, our tastes formed, our ideas suggested, largely by men we have never heard of. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. "

Propaganda - Edward Bernays, 1928

About a hundred years ago one of the world's richest men had a PR problem. His name was John D. Rockefeller and in 1914 he was dealing with a crisis that most of American history has forgotten.

Ten years earlier Rockefeller had purchased the Colorado Fuel and Iron Corporation (CF&I). In the span of those ten years, CF&I had quickly come to dominate the growing coal mining industry in Colorado. With twenty-seven dirty and mostly lawless mining camps in Southern Colorado – they had a virtual dictatorship over the many immigrants who worked in the mines. Thanks to the financial success of mining, the company also enjoyed a controlling political influence across the state of Colorado.

Unfortunately, that money wasn't very well distributed. Mining was a hard life, and miners suffered for years under brutal work conditions. The lack of basic rights over many years led the miners finally to create their own United Mine Workers organization to negotiate with their corporate masters for better living conditions and higher pay. In early 1913 negotiations failed, the organization called for a strike. In response CF&I called in their own security team to [illegible] in a matter of days, they also used their political influence to pressure Colorado Governor Elias M. Ammons to declare martial law and call in the Colorado National Guard.

It was a disaster. On April 20th, 1914, after escalating violence the National Guard opened fire on the mining camp at in Ludlow, Colorado. They set fire to the tents and despite objections from many of their own soldiers, they followed the orders they were given to put down the mining strike.

The day after, the Red Cross reported twenty-six bodies were found. Of them, two women and eleven children could not escape and were burned alive while hiding under a cot. *The New York Times* carried the headline describing the events of the day: "Women and Children Roased in Pits of Tent Colony As Flames Destroy It."

In one of the only accounts of the incident, historian Howard Zinn wrote that it "was the culminating act of perhaps the most violent struggle between corporate power and laboring men in American history."[7] Thanks to media coverage, the entire event became known as "The Ludlow Massacre" – and the public blamed Rockefeller and corporate greed for the deaths.

[7] (Howard Zinn – The Politics Of History, Pg. 79)

In support of the miners people picketed outside Rockefeller's office in NY. For the next several months there were more negotiations, mediation and talks of peace. They all failed. Finally, the strike was officially called off in December 1914. The Union had not won recognition. Sixty-six men, women, and children had been killed. Not one militiaman or mine guard had been indicted for a crime."

The whole episode was a major crisis for Rockefeller and his entire family – particularly his son John D. Rockefeller Jr, whom he had put in charge of managing CF&I. It got worse when his son went before the U.S. Industrial Relations Commission in 1915 and declared that "there was no Ludlow Massacre." The family was in a crisis and badly needed help. Luckily, there was a man perfectly suited for the job – Ivy Ledbetter Lee.

Rockefeller's Dimes & The Birth Of Modern PR

By 1915, Lee had already established quite a reputation for himself. Growing up in Georgia as the son of a Methodist minister, Lee started his career as a journalist for *The New York Times*. Realizing his passion lay elsewhere, in 1905 he founded one of the nation's first public relations firms called Parker and Lee, which used the tagline "Accuracy, Authenticity and Interest" as their motto.

In 1906 when there was a train accident in Atlantic City, New Jersey, Lee was the one who advised his client Pennsylvania Railroad[8] to issue what is today considered the first press release ever. It shared a public response and disclosed details about the tragedy from the companies' point of view. The move was a stroke of genius,

Writing a press release gave Lee and his client the ability to influence the media before journalists were able to gather facts from elsewhere. Without the Internet or Twitter, this effectively allowed them to control the story. Soon after, Lee was hired full time by Pennsylvania Railroad, making him what his personal archives describe as "the first VP-level corporate public relations person." Within a few short years, the press release became a fundamental tool for the growing public relations industry.

On the heels of the Ludlow Massacre, Lee was brought in to help "manage" the public fury. He immediately decided to travel to Colorado and speak directly to the people there to understand the situation first. Having done that, Lee reported to Rockefeller that "the people of this state have been led to believe by the hostile press that you and your friends are exploiting the state. From friendly sources, I gather this opinion is still widely held."[9]

The fight to restore the Rockefeller reputation, however, did not start well for Lee. In late 1914 he decided to publish some pamphlets which he titled "Facts Concerning the Struggle in Colorado for Industrial Freedom." They contained many factual errors and widely seen as propaganda. They directly led muckraking journalist Upton Sinclair (who achieved fame for his 1906 expose of the meat packing industry called *The Jungle*) to brand Lee with the nickname "Poison Ivy."

[8] Yes, the same one that inspired the property on Monopoly

[9] Representation and Rebellion: The Rockefeller Plan at the Colorado Fuel and Iron Company, Jonathan Rees Pg ??

First draft (with handwritten edits)

A screen grab from the moment I realized I *really* wasn't writing a social media book – the term "social media" was not found … and I had written about half the book!

Chapter 1

Inside ~~t~~The Modern Believability Crisis

How Rockefeller's Dimes, War Propaganda, and the Marlboro Man Ruined ~~The~~ the World

"We are governed, our minds molded, our tastes formed, our ideas suggested, largely by men we have never heard of. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country." "

—Edward Bernays, in *Propaganda*—~~Edward Bernays~~, 1928

Formatted

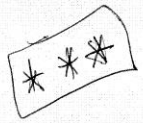
what appear in communications would describe as a

About a hundred years ago, one of the world's richest men had a public relations (PR) problem. His name was John D. Rockefeller, and in 1914, he was dealing with a crisis that most of American history has forgotten.

reputation was tarnished, and they would need help to restore it.

Massacre." It was clear the family ~~was in a crisis and badly needed help~~. Luckily, there was a man perfectly suited for the job—Ivy Ledbetter Lee.

Rockefeller's Dimes ~~&~~and ~~The~~ the Birth ~~Of~~ of Modern PR



By 1915, Lee had already established quite a reputation for himself. Growing up in Georgia as the son of a Methodist minister, Lee started his career as a journalist for ~~The~~ the *New York Times*. Realizing his passion lay elsewhere, in 1905 he founded one of the nation's first public relations firms called Parker and Lee, which used the tagline "Accuracy, Authenticity, and Interest" as their motto.

Formatted

In 1906, when there was a train accident in Atlantic City, New Jersey, Lee was the one who advised his client Pennsylvania Railroad[2] to issue what is today considered the first press release ever. It shared a public response and disclosed details about the tragedy from the ~~companies'~~ company's point of view. The move was widely seen as a stroke of genius, and even more widely copied.

Writing a press release gave Lee and his client the ability to influence the media before journalists were able to gather facts from elsewhere. Without the Internet or Twitter, this effectively allowed them to control the story. Soon after,

[2] ~~Yes, the same one from Monopoly!~~

Note: this should remain a footnote and not an endnote - maybe w/ an asterisk

Second draft (with proofreading)

Inside the Modern Believability Crisis

How Rockefeller's Dimes, War Propaganda, and the Marlboro Man Ruined the World

We are governed, our minds molded, our tastes formed, our ideas suggested, largely by men we have never heard of. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country.

—Edward Bernays, in *Propaganda*, 1928

About a hundred years ago, one of the world's richest men had a public relations (PR) problem. His name was John D. Rockefeller, and in 1914, he was dealing with a crisis that most of American history has forgotten.

A decade earlier Rockefeller had purchased the Colorado Fuel and Iron Corporation (CF&I). In the span of those 10 years, CF&I had quickly come to dominate the growing coal mining industry in

of this state have been led to believe by the hostile press that you and your friends are exploiting the state. From friendly sources, I gather this opinion is still widely held."[2]

The fight to restore the Rockefeller reputation, however, did not start well for Lee. In late ~~1914~~ 1915, he decided to publish some pamphlets, which he titled "Facts Concerning the Struggle in Colorado for Industrial Freedom." They contained many factual "errors" and were widely seen as propaganda. They directly led muckraking journalist Upton Sinclair (who achieved fame for his 1906 exposé of the meat-packing industry, called *The Jungle*) to brand Lee with the nickname "Poison Ivy."

Still, Lee had a gift for the art of influence. Despite his missteps, what he did next was a PR master stroke that is still remembered nearly 100 years later. He advised Rockefeller to carry around dimes in his pocket and hand them out freely to people on the street. A dime (10 U.S. cents) adjusted for inflation was worth approximately 2 dollars by today's standards. For Rockefeller, though, the amount of the money was unimportant.

The simple act of personal charity changed how people saw him, and how history remembered him. He transformed his legacy from a detached billionaire to an engaged, kind, and grandfatherly benefactor of society.

In 2007, PBS aired *The Rockefellers*, a documentary film about the life and times of the Rockefeller family called. Despite the fact that the Rockefeller name was despised for many years, the film description noted, "Their contributions transformed America. When he died at age 86, Junior [Rockefeller's son] left his six children and 22 grandchildren an invaluable inheritance: a name which stood not for corporate greed, but for the well-being of mankind."

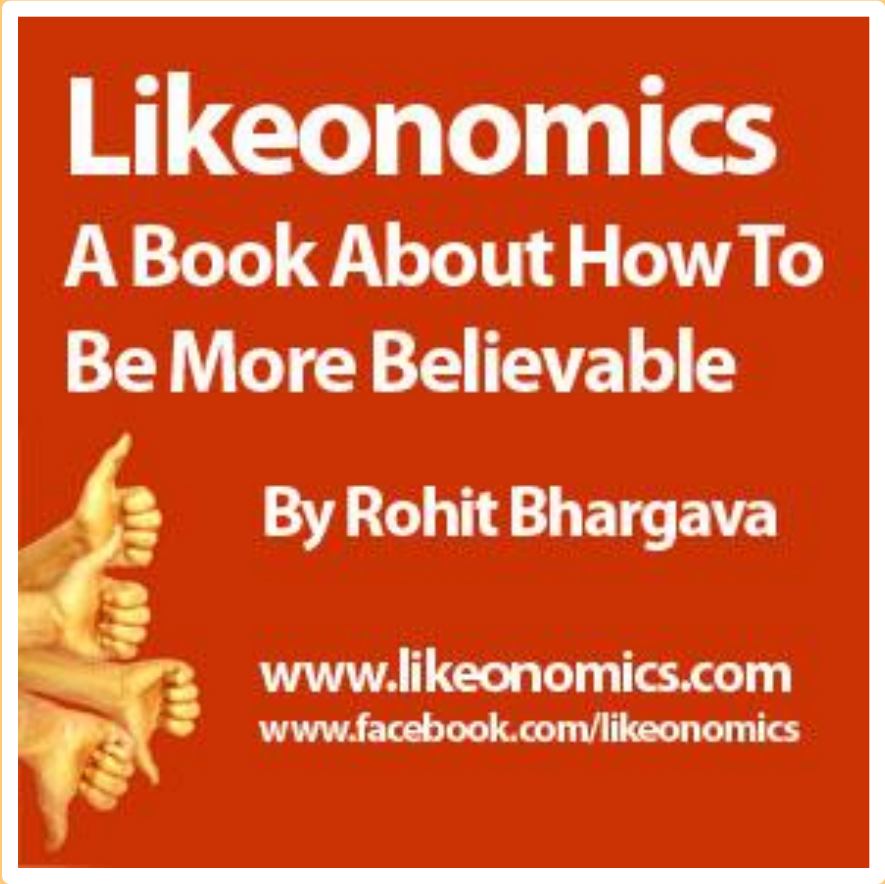
Thanks to a combination of smart PR and a later dedication from the family to making charitable donations, the Rockefeller family name eventually was no longer a symbol of greed, but rather a leading family in contributing ~~to the well-being of~~ actively to society.

#occupywallstreet

Of course, that was nearly 100 years ago, and times have changed. Today we have big and powerful unions to protect workers' rights. Our

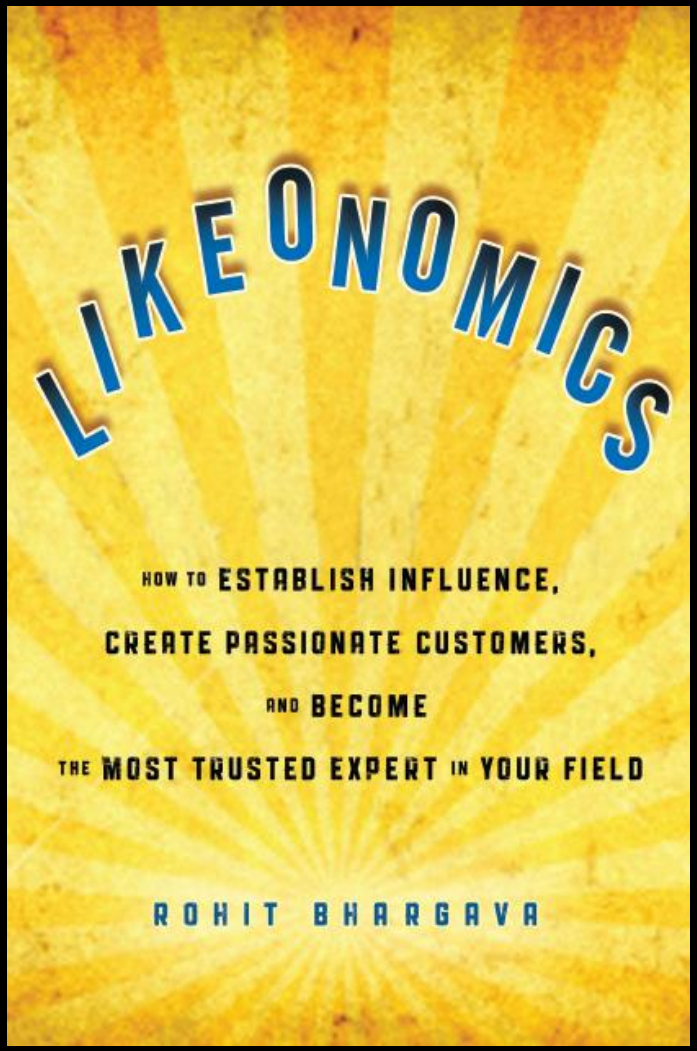
Final draft (with layout + design)

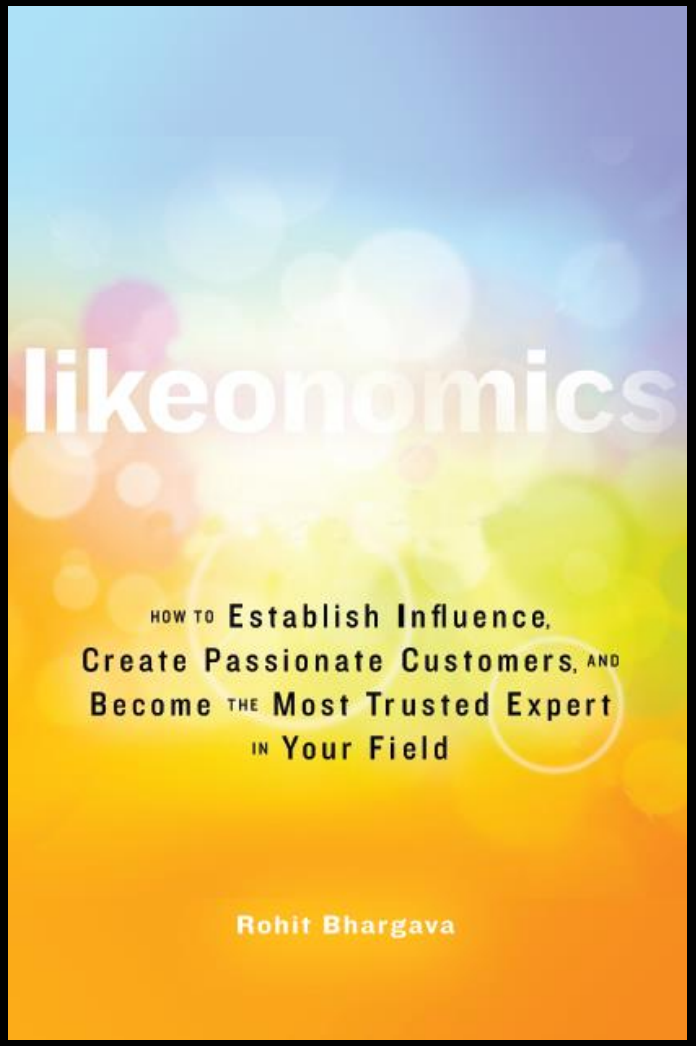
Part 7:
The Cover Design



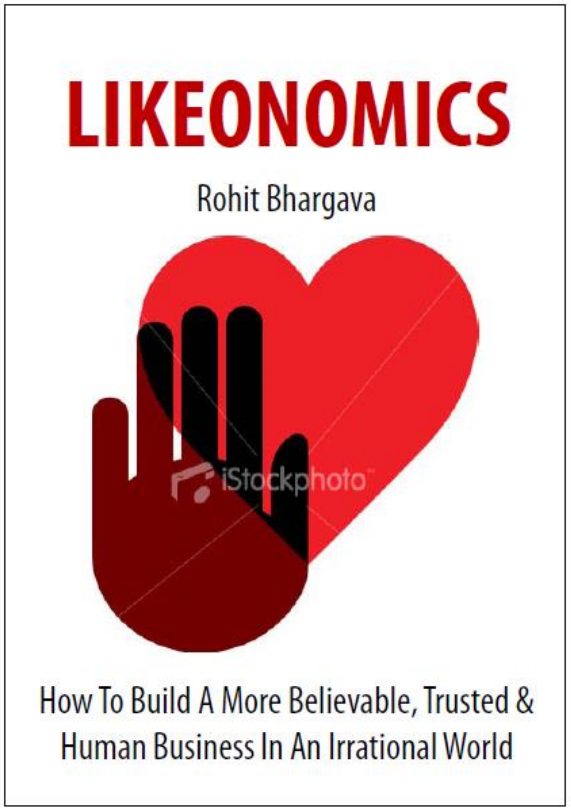
Before we had a cover, I created this image as a placeholder – and chose orange as the theme color.

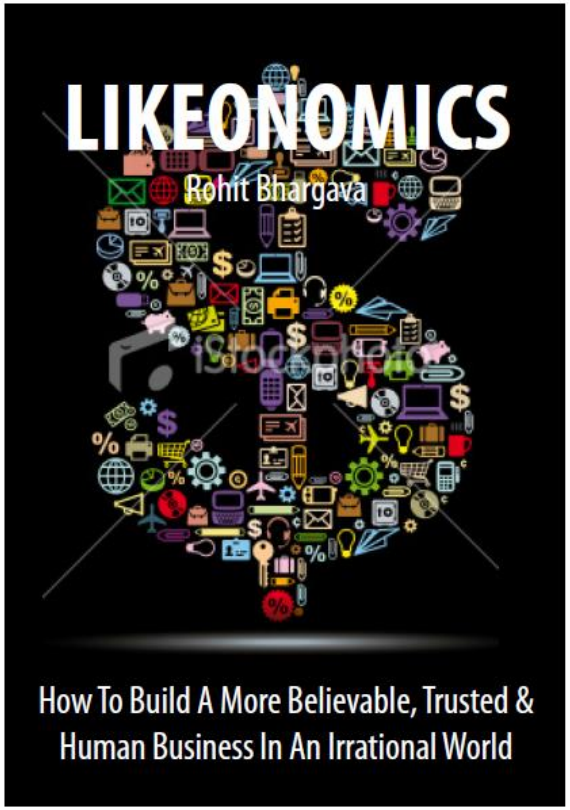
Wiley created 3 initial designs – these were the two I DIDN'T pick …

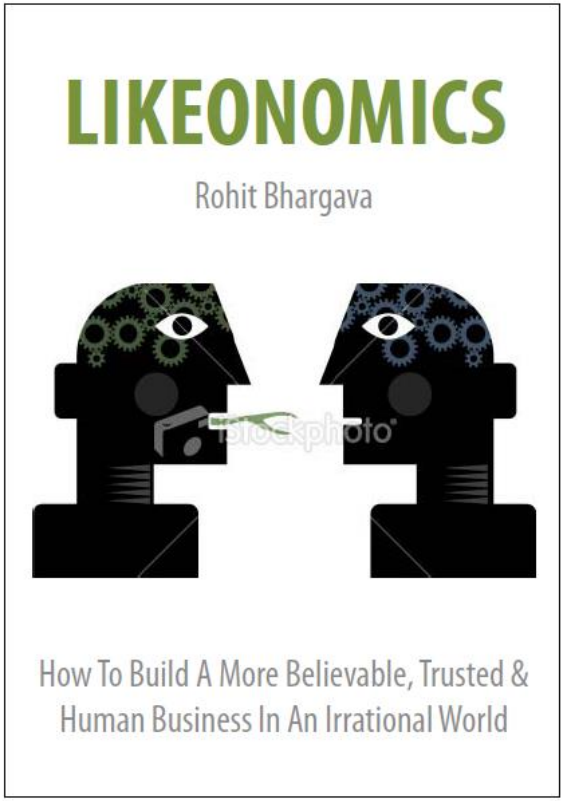


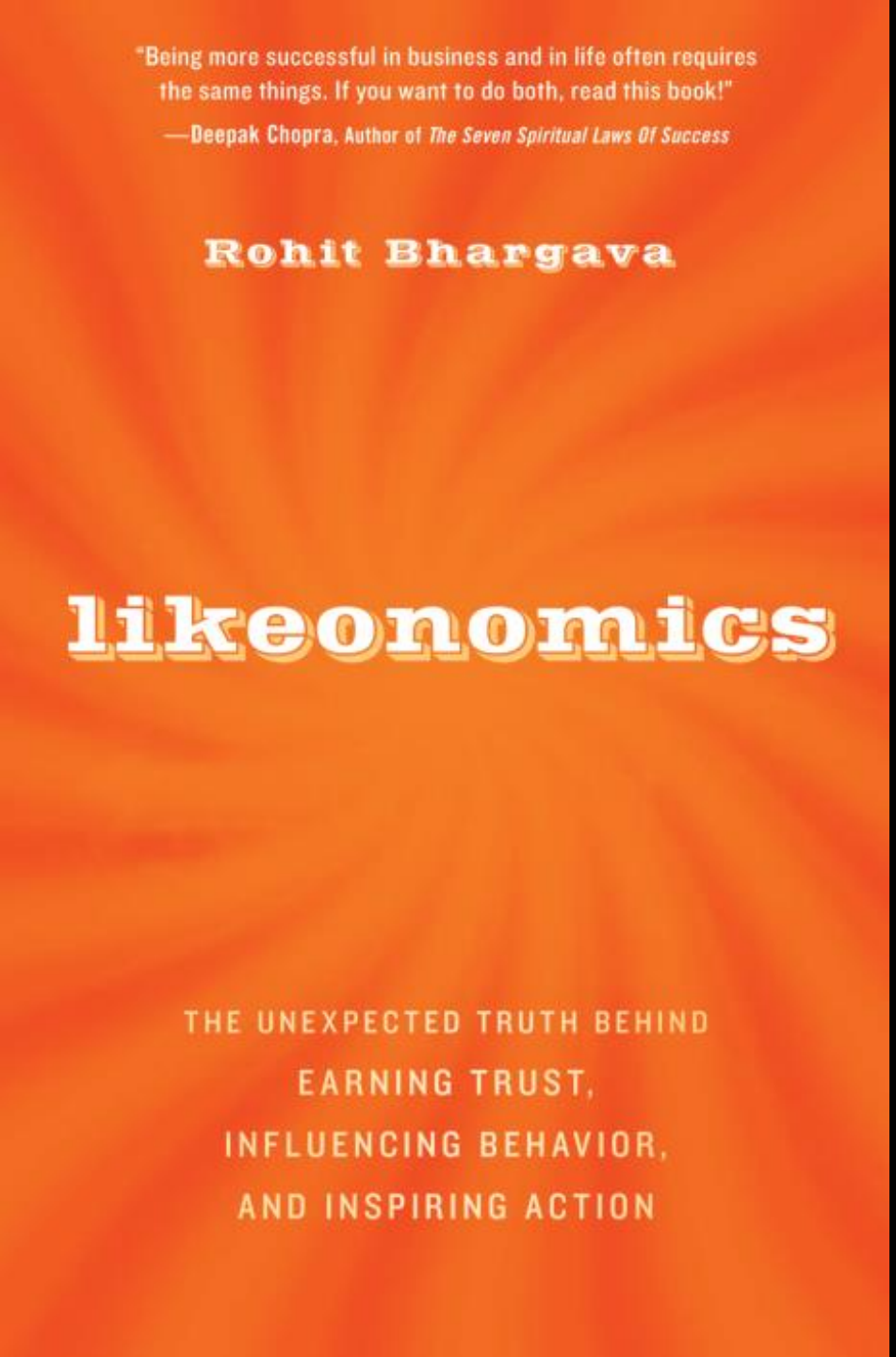


The third design was good – but before agreeing, I decided to play around a bit with other cover designs myself …









But the third design was the best of all of them ... and within a few weeks we agreed to use it.

And here's what the full book jacket design will look like:

ROHIT BHARGAVA is a marketing expert focused on helping to bring more humanity back to business. He advises some of the world's largest global brands on communications strategy through his role as a member of the Strategy & Planning group at Ogilvy. His thinking has been featured in the *Wall Street Journal*, the *Guardian*, *Fast Company*, NPR, and *MarketingOzine*, and his first book, *Personality Not Included*, was translated into nine languages. Outside of his writing and consulting, Rohit is Adjunct Professor of Marketing at Georgetown University in Washington, DC, where he lives with his wife and two sons.

Rohit is a popular "non-boring" keynote speaker who has spoken at TEDx, in Davos, and at hundreds of other events around the world.

To inquire about booking Rohit to speak, contact **likeonomics@gmail.com**

For free online resources, visual chapters, and exclusive content, visit **www.likeonomics.com**

JACKET DESIGN: PAUL McCARTHY

Subscribe to our free Business eNewsletter at wiley.com/enewsletters

Visit wiley.com/business

WILEY
wiley.com

PRAISE FOR Likeonomics

"Rohit Bhargava's wise and wonderful book proves that your mother was right, after all: people respond to those who treat them right. Companies and organizations need to heed this lesson and use *Likeonomics* to steer their thinking on ways to become more open, accessible, and trustworthy in the marketplace—and find success doing it."
—**Daniel H. Pink**, author of *Drive* and *A Whole New Mind*

"In *Likeonomics*, Rohit reinforces the popular notion that culture eats strategy and makes the case that likeability is an indispensable part of success. Rohit encourages us to create person-to-person connections that are authentic, relevant, and accessible. Gone are the days when alpha dogs rule. . . . In the era of *Likeonomics*, personal connection is king."
—**Jonathan Becher**, Chief Marketing Officer, SAP

"Rohit Bhargava gets to the heart of what underlies and sustains relationships—likeability. If you want to be successful in business, don't leave trust to chance—keep *Likeonomics* and its online workbook close at your side and you'll be on the path to success."
—**Charlene Li**, author of *Groundswell* and *Open Leadership*; founder, Altimeter Group

"This is a bold, fresh, and—most important—likeable book. Rohit reveals why networking must die, and the gap that should keep you up at night is your 'likeability gap.'"
—**Christopher Graves**, Global CEO, Ogilvy Public Relations

"*Likeonomics* is the *How to Win Friends and Influence People* for a new generation. Rohit shows us how to be more likeable and believable and, as a result, more popular and relevant, which are the keys to success in any endeavor. Highly recommended."
—**Michael Port**, *New York Times* bestselling author of *The Think Big Manifesto*

"If you want to be successful, you need to read *Likeonomics*! Rich in relevant, entertaining stories, and takeaways you can easily and immediately use, Rohit proves why being more likeable is the driving force behind building sustained relationships and exponential success."
—**Peter Guber**, CEO, Mandalay Entertainment; author of the #1 *New York Times* bestseller *Tell to Win*

ISBN 978-1-118-13753-4
52495

Also available as an eBook

Bhargava

likeonomics

"Being more successful in business and in life often requires the same thing. If you want to do both, read this book!"
—Deepak Chopra, author of *The Seven Spiritual Laws of Success*

Rohit Bhargava

likeonomics

THE UNEXPECTED TRUTH BEHIND EARNING TRUST, INFLUENCING BEHAVIOR, AND INSPIRING ACTION

WILEY

$24.95 USA/$29.95 CAN

The future isn't about the next social media tool or clicking a "Like" button. Instead, people decide which organizations to trust, what advice to follow, and who to forge personal or business relationships with based on the simple metric of *likeability*. This is no longer a soft quality and it is not the same thing as just being nice. With today's "modern believability crisis," earning the trust of your customers, employees, and colleagues is much harder to do. *Likeonomics* offers a new vision of a world beyond Facebook, where real relationships and personal values such as unabashed honesty, extreme simplicity, and basic humanity are the keys to success. There is a real ROI to likeability, and exactly how big it is will amaze you.

Likeonomics uncovers five key principles to win trust (or win it back)—and keep it. You'll learn how to use the TRUST formula (Truth, Relevance, Unselfishness, Simplicity, and Timing) to power every relationship. Being more believable is the real secret to standing out—whether you are trying to grow your business, win an election, or find your next job—and this book will help you get there.

Likeonomics provides real-world stories of brands and people who have used these principles to become wildly successful, including:

- An unknown Portuguese singer who used YouTube to rack up more than 30 million views and launch her professional career
- The leader of a tiny island nation who put his country on the map with an unexpected meeting that got the world talking about global warming
- A regional team of financial advisors that went from being ranked 173rd out of 176 branches to first, and stayed there for thirteen of the next fifteen years
- An independent sports agent who achieved the impossible by landing the number-one player in the NFL draft as a client through the power of relationships

Learn how to stand out in a good way, avoid the hype and strategic traps of social media, and change your life and career by being more likeable, believable, and (most of all) trusted.

Part 8:
Launch & Marketing!

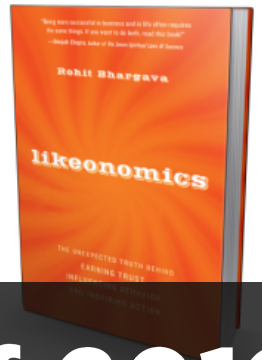
Likeonomics

An Upcoming Book On How To Be More Believable

Home | About The Book | Why Likeonomics Matters | About The Author: Rohit Bhargava | Media Buzz & Comments

Want an exclusive sneak peek at *Likeonomics*? Here's your chance ...

Likeonomics is a new book about why some people are more believable than others and why likeability explains everything from how an unknown singer landed a gig opening for Shakira to how a tiny sports agent won the #1 NFL draft pick as a client. Whether you are trying to grow your business, win an election or find your next job – *Likeonomics* will help you do it.



Sign up here for the official email list and I will send a PDF at the speed of light immediately to your inbox with an exclusive first look at Likeonomics!*

First Name

Email Address

Subscribe

In April of 2012, I offered the first sneak peek at the book.

likeonomics

THE MAKING OF LIKEONOMICS - A "BEHIND-THE-SCENES" VIRTUAL EVENT

The Making Of Likeonomics: An Exclusive "Behind The Scenes" Virtual Event

Thursday, April 19, 2012 from 12:00 PM to 1:00 PM (ET)
Washington, DC

Event Details

Have you ever wondered what it's really like to write a book? I'd love to tell you that my journey writing *Likeonomics* involved a year in Tuscany thinking about the world, writing and eating grapes. But it didn't.

The truth is, I ate frozen burritos from Trader Joe's, did research by ripping pages out of magazines, often stayed up writing till 4am ... and loved (almost) all of it.

If you have ever put "writing a book" on your bucket list, or if you're just interested in the honest truth behind what it took to write Likeonomics, a highly anticipated business book that was featured in both the New York Times and Wall Street Journal months before it was even finished, join me on this exclusive "behind the scenes" video webinar followed by a live real time Q&A chat!

NOTE: Everyone who participates will receive an exclusive never-before-released PDF excerpt of the [illegible]

Here are just a few of the things you'll learn:

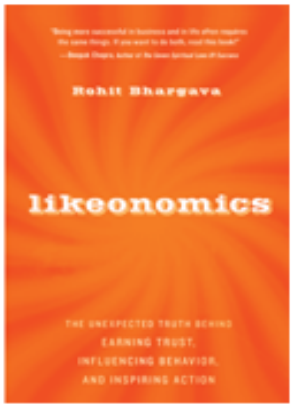
And hosted a virtual chat about the book – which inspired this presentation!

likeonomics

Title

Read Chapter 1 For Free >

HOME | ABOUT LIKEONOMICS | PRESS & REVIEWS | SPECIAL OFFERS | STORYBOOK | EVENTS | CONTACT



Likeonomics

The new global currency isn't made of money, it's made of relationships. Are you ready?

Exclusive Book Offers

Introduction To Likeonomics

BUY THE BOOK amazon.com BORDERS BARNES&NOBLE BOOKSELLERS BUY IN BULK!

StoryBook

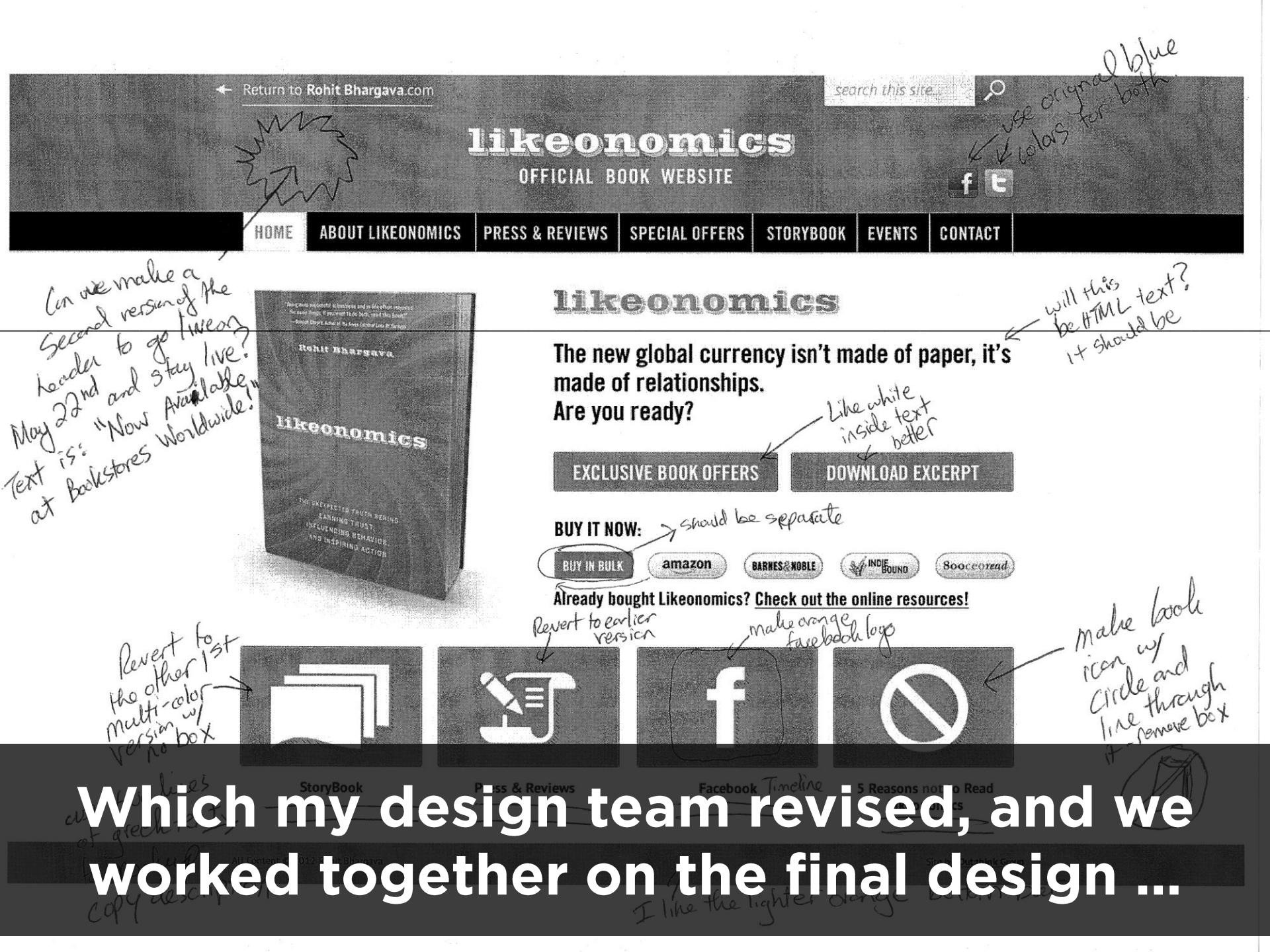
Press & Reviews

Likeonomics Book Trailer

5 Reasons NOT To Read Likeonomics

1.3 – Likeonomics Homepage

I created a wireframe for the book website.



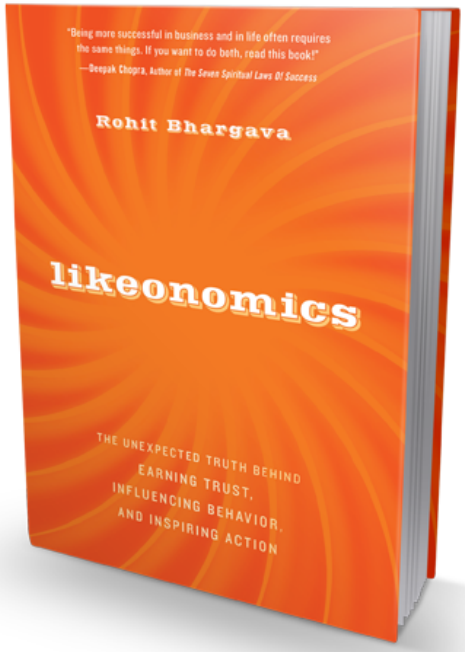
Which my design team revised, and we worked together on the final design ...

search the site...

likeonomics

OFFICIAL BOOK WEBSITE

HOME | ABOUT LIKEONOMICS | PRESS & REVIEWS | STORYBOOK | SPECIAL OFFERS | CONTACT



likeonomics

The new global currency isn't made of paper, it's made of relationships. Are you ready?

EXCLUSIVE BOOK OFFERS | DOWNLOAD EXCERPT

BUY IT NOW: BUY IN BULK

amazon | BARNES&NOBLE | INDIE BOUND | 800ceoread

NEW! Watch the exclusive "Making of Likeonomics" presentation

As Featured In: The New York Times | WALL STREET JOURNAL | FAST COMPANY

StoryBook

A collection of exclusive bonus stories to bring Likeonomics to life..

Press & Reviews

All the latest buzz in the media and blogs about the book!

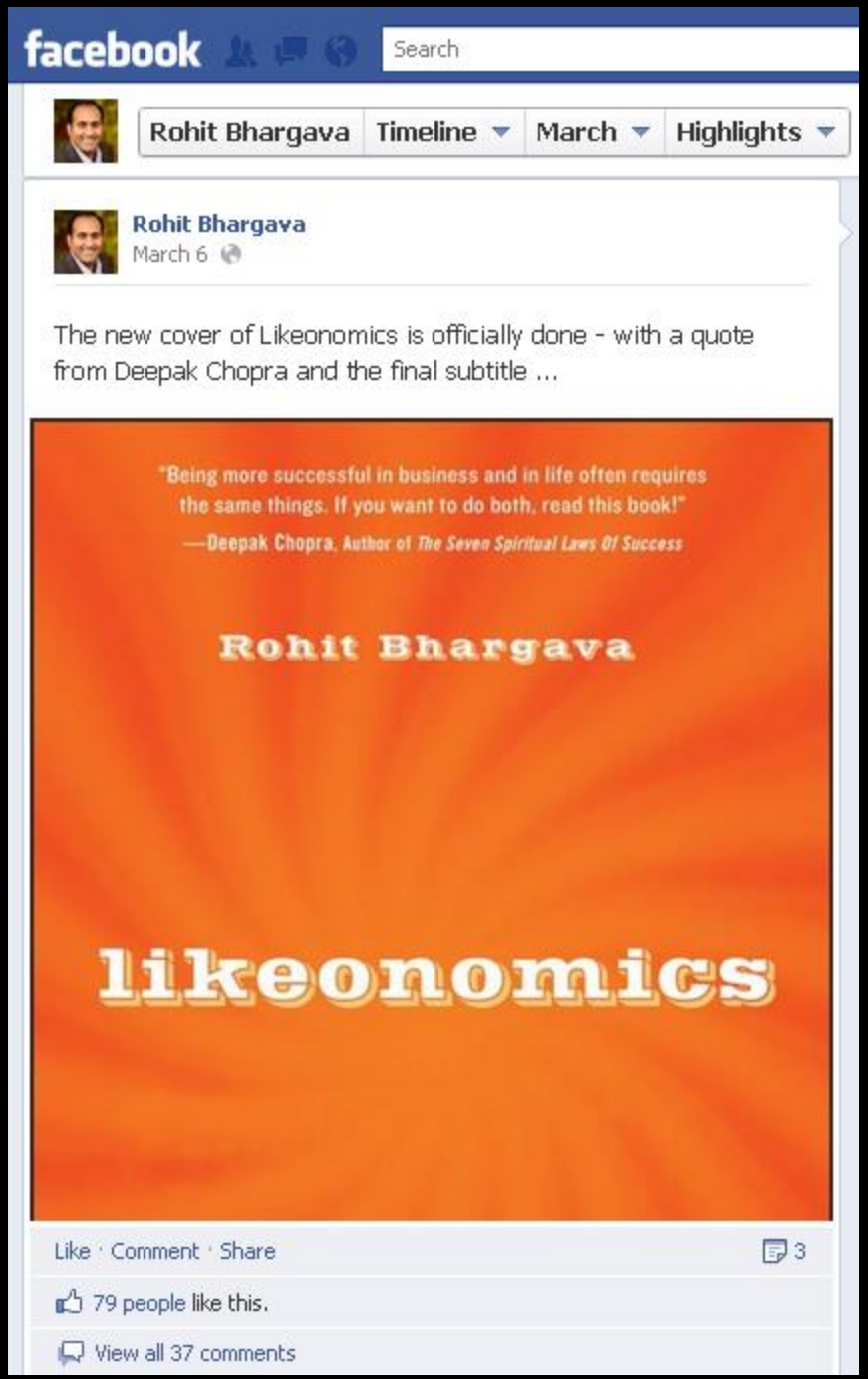
Facebook Timeline

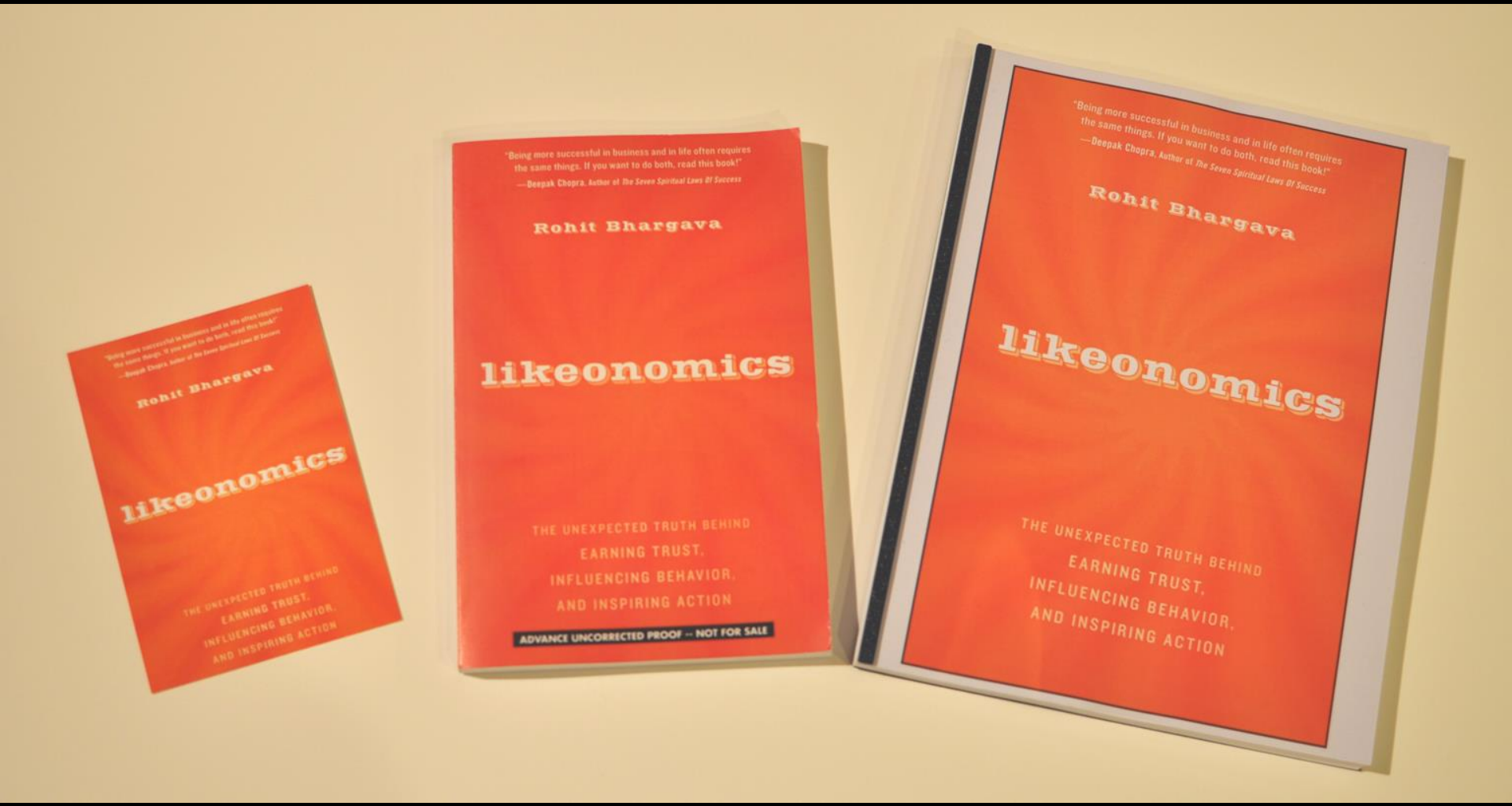
A short history of the important moments in the life of Likeonomics.

5 Reasons not to read Likeonomics

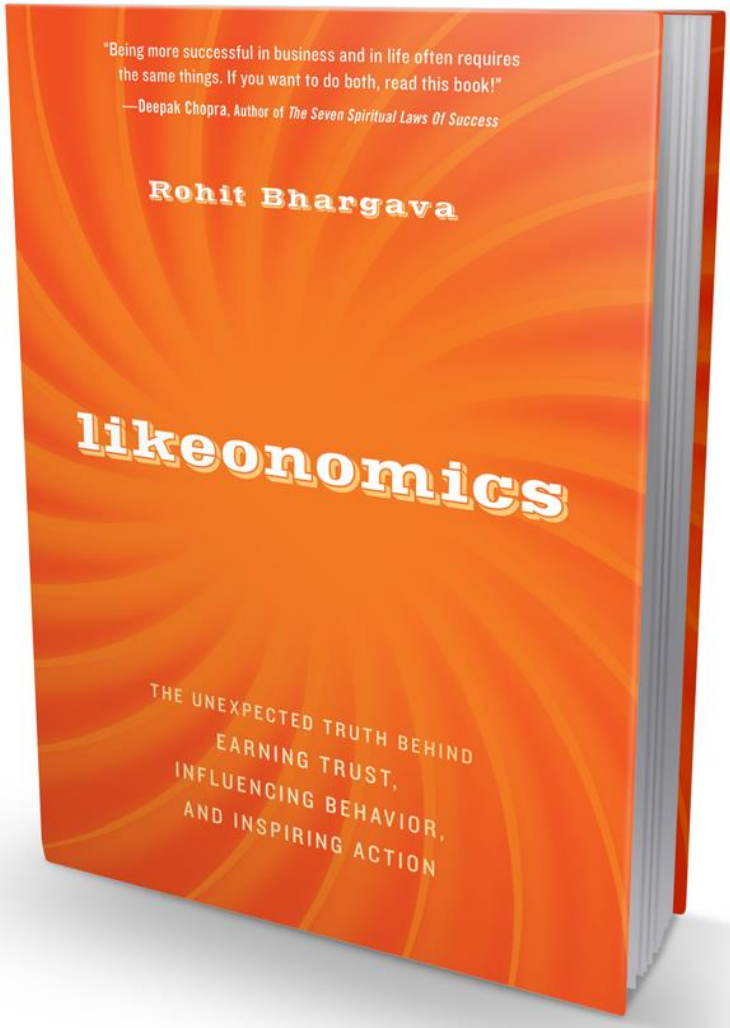
Don't waste your time! 5 unexpectedly honest

I also updated the Facebook timeline with milestones for the book ...





And we got galleys and manuscripts to share with media.



The book officially launched on May 22nd, 2012!

Part 9:
THE RESULTS

We generated lots of positive media coverage and buzz in the press ...

WASHINGTON BUSINESS JOURNAL

Books sales started to take off ...

Product Details

Hardcover: 184 pages
Publisher: Wiley; 1 edition (May 22, 2012)
Language: English
ISBN-10: 1118137531
ISBN-13: 978-1118137536
Product Dimensions: 9.1 x 6.3 x 1.1 inches
Shipping Weight: 12.8 ounces (View shipping rates and policies)
Average Customer Review: ★★★★★ (9 customer reviews)
Amazon Best Sellers Rank: #311 in Books (See Top 100 in Books)
#76 in Books > **Business & Investing**

amazon.com®

Amazon Movers & Shakers

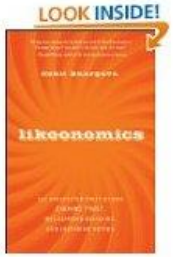
Our biggest gainers in sales rank over the past 24 hours.

Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

‹ Any Category
‹ Books
‹ Business & Investing
Business Life
Ethics
Etiquette
Fashion & Image
Health & Stress
Motivation & Self-Improvement
Work Life Balance

Hot New Releases in **Business Motivation & Self-Improvement**



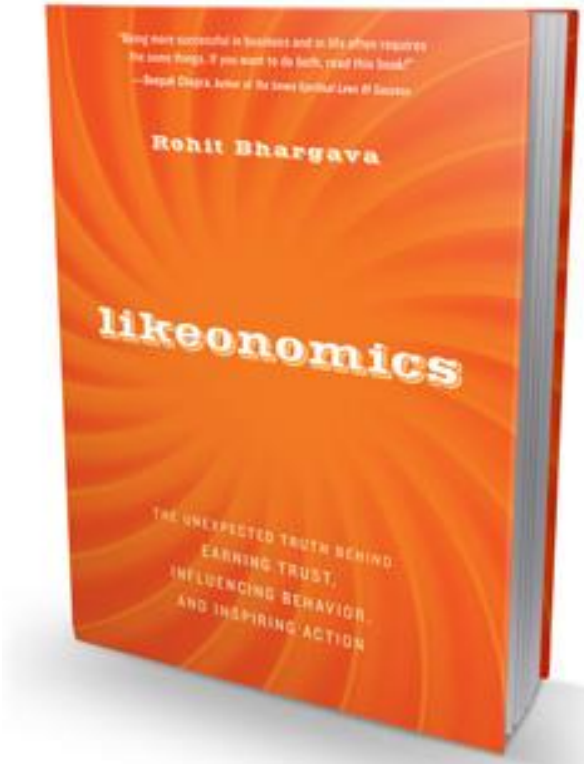
1.

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

by Rohit Bhargava
★★★★½ (10)
Publication Date: May 22, 2012
Hardcover
List Price: ~~$24.95~~
Price: **$15.28**
You Save: $9.67 (39%)
34 used & new from $15.27

And stayed fairly steady for the first eight weeks after release of the book ...

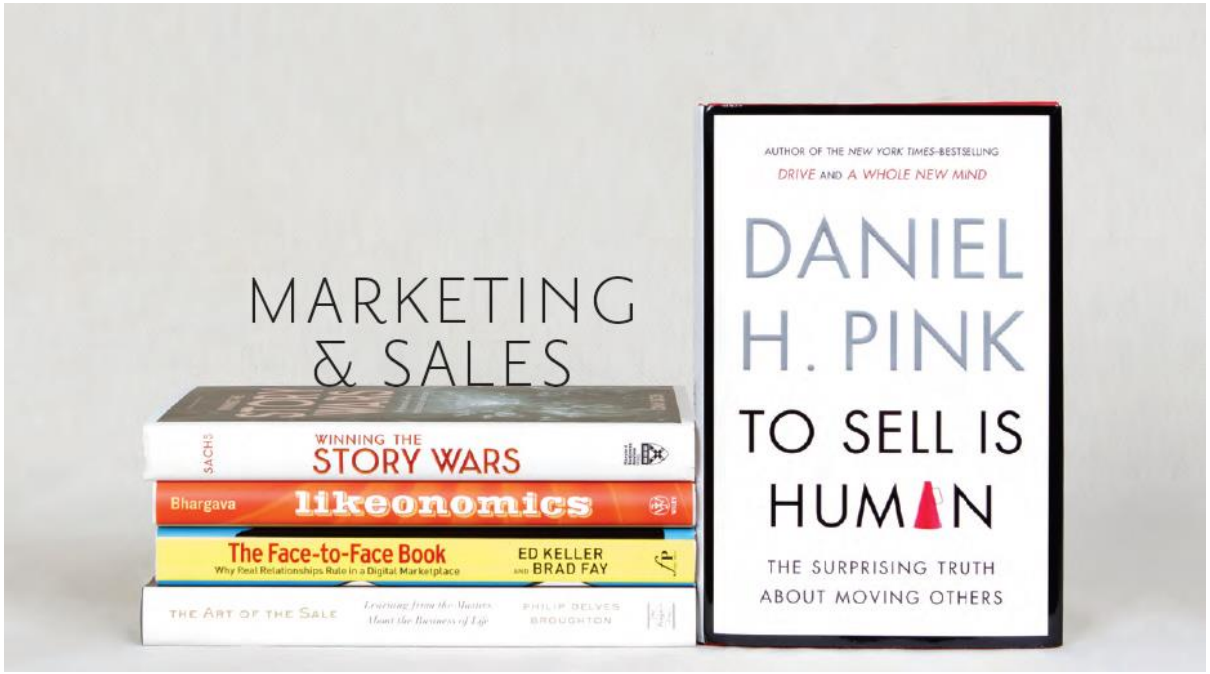
In April of 2012, the book made the top ten list on Nielsen Bookscan.



#7

Best selling Business Book In America

And it was even selected for several industry awards ...



The book is now available for sale on Amazon and I speak about it during keynote sessions on trust, reputation and how to be a more likeable leader.