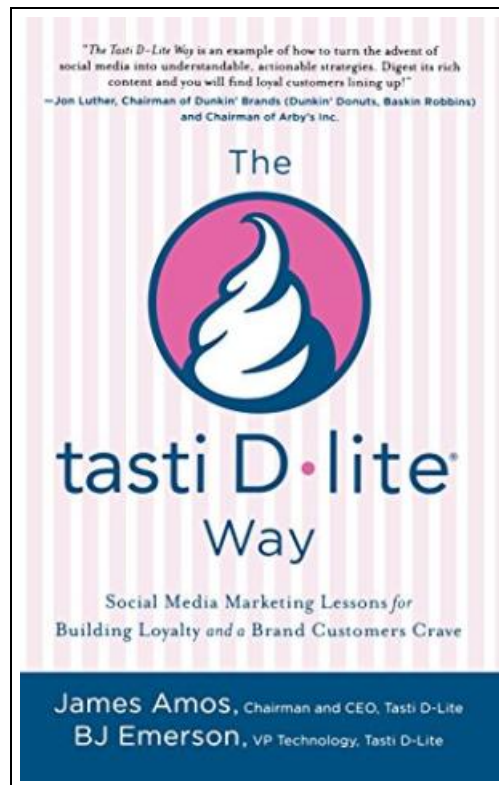


The Tasti D-Lite Way: Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Tasti D-Lite Way: Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave, James Amos, B. J. Emerson, There is a right way and a wrong way to use social media. Then there is "The Tasti D-Lite Way". ""The Tasti D-Lite Way" is an example of how to turn the advent of social media into understandable, actionable strategies. Digest its rich content and you will find loyal customers lining up!" (Jon Luther, Chairman of Dunkin' Brands (Dunkin' Donuts, Baskin Robbins) and Chairman of Arby's Inc). "If you want to build a useable social media strategy in your company, this book is for you. It starts with a great brand, a savvy businessman who has built businesses before, and an information technology guru who is able to translate customer experiences into a strategy in a step-by-step approach. Read and enjoy the stories". (Ken Walker, Chairman and CEO, Driven Brands, Inc. (Meineke, Maaco)). "If you're facing stiff competition and truly want to understand the future of customer engagement innovation, then this book is for you". (Steve Caldeira, President & CEO, International Franchise Association). "Planet Tasti gets it: They know they aren't in the business of merely selling healthier frozen treats and smoothies-they're in the business of serving people. With the advent of social media, connecting with people will be table-stakes going forward. If you don't know what that means, read this book". (Jenny Dervin, VP Corporate Communications, JetBlue Airways Corp). "Finally, a great social media marketing book from a brand's perspective. Jim and BJ have written an excellent, must-read story of triumph of a smaller business thanks to social media. Two likeable thumbs up!" (Dave Kerpen, "New York Times" bestselling author of "Likeable Social Media" and "Likeable Business"). ""The...



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