



## The Shape of Engagement: The Art of Building Enduring Connections with Your Customers, Employees and Communities (Paperback)

By Scott Gould

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. . . a must-read for anyone working in any form of engagement . I love every model in this book. - B. Joseph Pine II, author of The Experience Economy (Harvard Business Review Press) Relationships matter. In the early days of Twitter we did all we could to build enduring connections with users - and it worked. This book shows you how to do the same. - Claire Diaz-Ortiz, award-winning author (One Minute Mentoring, Twitter for Good) and Silicon Valley innovator An excellent, insightful read. This book should sit on the shelf next to your other go-to books for strategic and tactical advice. - Richard Newton, author of The Management Consultant (Financial Times) ..a guide useful for any executive or individual seeking to understand the fundamental elements and importance of engagement - Bruce Bolger, President of The Enterprise Engagement Alliance \*\*\* Do you know how to successfully engage with your customers, employees and communities? The answer is probably no. While engagement is one of the biggest buzz words around, and one of the most needed things in our fast changing...



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