


# Return on Relationship

*By Kathryn Rose, Ted Rubin*

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**Return on Relationship** By Kathryn Rose, Ted Rubin

**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:**

**Bryan Smith:**

What do you ponder on book? It is just for students since they are still students or the idea for all people in the world, what best subject for that? Merely you can be answered for that question above. Every person has various personality and hobby for every other. Don't to be forced someone or something that they don't desire do that. You must know how great and also important the book Return on Relationship. All type of book would you see on many options. You can look for the internet solutions or other social media.

**Lou Bryant:**

Your reading sixth sense will not betray anyone, why because this Return on Relationship guide written by well-known writer we are excited for well how to make book that could be understand by anyone who have read the book. Written within good manner for you, still dripping wet every ideas and writing skill only for eliminate your personal hunger then you still hesitation Return on Relationship as good book not merely by the cover but also from the content. This is one reserve that can break don't determine book by its handle, so do you still needing one more sixth sense to pick this!? Oh come on your looking at sixth sense already told you so why you have to listening to an additional sixth sense.

**Dennis Rodriguez:**

In this age globalization it is important to someone to receive information. The information will make someone to understand the condition of the world. The condition of the world makes the information better to share. You can find a lot of personal references to get information example: internet, newspaper, book, and soon. You can observe that now, a lot of publisher which print many kinds of book. The particular book that recommended to you is Return on Relationship this publication consist a lot of the information of the condition of this world now. This book was represented how do the world has grown up. The terminology styles that writer require to explain it is easy to understand. The particular writer made some exploration when he makes this book. Here is why this book appropriate all of you.

**Jo Jordan:**

Many people spending their time frame by playing outside having friends, fun activity using family or just watching TV all day every day. You can have new activity to enjoy your whole day by reading a book. Ugh, ya think reading a book can really hard because you have to use the book everywhere? It alright you can have the e-book, having everywhere you want in your Smart phone. Like Return on Relationship which is having the e-book version. So , why not try out this book? Let's find.

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