

Download The Book Of Business Awesome The Book Of Business Unawesome

The Book of Business (UnAwesome) It's a flip book. Seriously. The Book of Business Awesome is designed as two short books put together—one read from the front and the other read from the back when flipped over. Covering key business concepts related to marketing, branding, human resources, public relations, social media, and customer service, The Book of Business Awesome includes case ...“All tweets are my own.” That's the most dangerous thing you could ever say in social media. I see it in social bio's all the time. Heck, a lot of companies make it a policy that if you're going to be on social media, you must use a disclaimer so that everybody knows whatever you say is not official word from “the” corporation. The peak–end rule is a psychological heuristic in which people judge an experience largely based on how they felt at its peak (i.e., its most intense point) and at its end, rather than based on the total sum or average of every moment of the experience. The effect occurs regardless of whether the experience is pleasant or unpleasant. According to the heuristic, other information aside from ...