



Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results

Bob Garfield, Doug Levy

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Today's brands face an apparent choice between two evils: continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way . . . As Lennon and McCartney wrote a half century ago, money can't buy you love. But in today's world, where people have become desensitized-even disillusioned-by ad campaigns and marketing slogans, that maxim needs an update: Money can't even buy you like.

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