



News

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LIKEONOMICS

**The Unexpected Truth Behind
Earning Trust, Influencing Behavior, and Inspiring Action
By Rohit Bhargava**

A candidate loses an election to someone with less experience, a shopper buys a more expensive brand, a job seeker loses a job to someone less qualified, an underdog company beats out big competitors on a deal. Why?

More than logic, the mysterious force of *likeability* determines our decisions from who we vote for, to who we hire, to what companies we do business with whether it's Wal-Mart or Apple.

In **LIKEONOMICS: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action (May 22; Wiley)**, Rohit Bhargava argues that likeability has become today's new currency, and he shows how any individual or organization can harness its power to build relationships, influence and win.

From Rockefeller's 1915 image transformation from detached billionaire to legendary philanthropist, to Costco's growth strategy based on unselfishness, Bhargava uncovers scores of entertaining stories of both likeable leaders (Oprah, Nelson Mandela) and leaders who succeed despite seeming to appear unlikeable (Steve Jobs, Larry Ellison).

Scouring studies from behavioral economics and psychology, Bhargava explores such fascinating topics as:

- Why unexpected honesty about an inconvenient truth may be the strategy that will win this year's election
- How Occupy Wall Street is just one example of today's Believability crisis
- Why today's new challenge is how to inspire or motivate people to believe
- Why so many million dollar deals start on the golf course
- What gets people to trust some organizations and individuals over others
- Why faking likeability to sell junk won't work
- Why research proves we all need to be liked even if we say we don't need to.
- Why being likeable isn't the same thing as being liked or being nice



- Why networking has little to do with relationships
- The story of why the term ROI was created in the 1970s and why likeability changes how we should measure and think about value (without a spreadsheet)

What explains these diverse phenomena are **Truth, Relevance, Unselfishness, Simplicity and Timing (TRUST)**. With these 5 key principles that determine likeability, we can better understand why people behave the way they do so we can earn trust, inspire action and wield influence.

Spanning geopolitics to economics, and from the halls of power to our own everyday lives, **LIKEONOMICS** identifies today's new currency and its power to change our fortunes.

Rohit Bhargava is SVP of Global Marketing Strategy at [Ogilvy](#) and a founding member of the [Ogilvy 360 Digital Influence team](#), the world's largest team of social media strategists. In addition to *Likeonomics*, he is the award winning author of *Personality Not Included*. He is an Adjunct Professor of Global Marketing at [Georgetown University](#) and lives in Washington, DC.

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Wiley

Publication date: May 22, 2012

Price: \$24.95 hardcover; 224 pages

ISBN: 978-1118137536

Advance Praise for LIKEONOMICS by Rohit Bhargava

“Likeonomics” is one of the top four “Marketing terms that will reach the boardroom in 2012.”
–*Marketing Week*

Rohit Bhargava’s wise and wonderful book proves that your mother was right, after all: People respond to those who treat them right.

- Daniel H. Pink, author of DRIVE and A WHOLE NEW MIND

Being more successful in business and in life often requires the same thing. If you want to do both, read this book!

- Deepak Chopra, Author of The Seven Spiritual Laws Of Success

In Likeonomics Rohit reinforces the popular notion that culture eats strategy and makes the case that likability is an indispensable part of success.

– Jonathan Becher, Chief Marketing Officer, SAP

Rohit Bhargava gets to heart of what underlies and sustains relationships — likeability.

- Charlene Li, Author of “Groundswell” & “Open Leadership”, Founder of Altimeter Group

To succeed in business you need to be more than nice, you need to be likeable — and those are two different things. Likeonomics offers a simple premise which I love!

- Linda Kaplan Thaler, CEO of The Kaplan Thaler Group and author of The Power of Nice

A fascinating look at the unexpected science and power of likeability to sway our beliefs and decision making. I loved the idea behind this book!

- Ori Brafman, coauthor of Sway and Click

The premise of the book is scientifically sound: People reciprocate, especially when we elicit their emotions. Great stories, clear tips and an engaging point-of-view make this a rich read.

- Tim Sanders, author of The Likeability Factor and former Chief Solutions Officer at Yahoo!

Having sat through hundreds of pitch meetings, I can tell you one thing for sure ... unlikeable entrepreneurs never get funded. In business and in life, the people who enchant us are the ones who get our attention. If you want to be among the rare few who manage to do it, read this book!

- Guy Kawasaki, Author of Enchantment