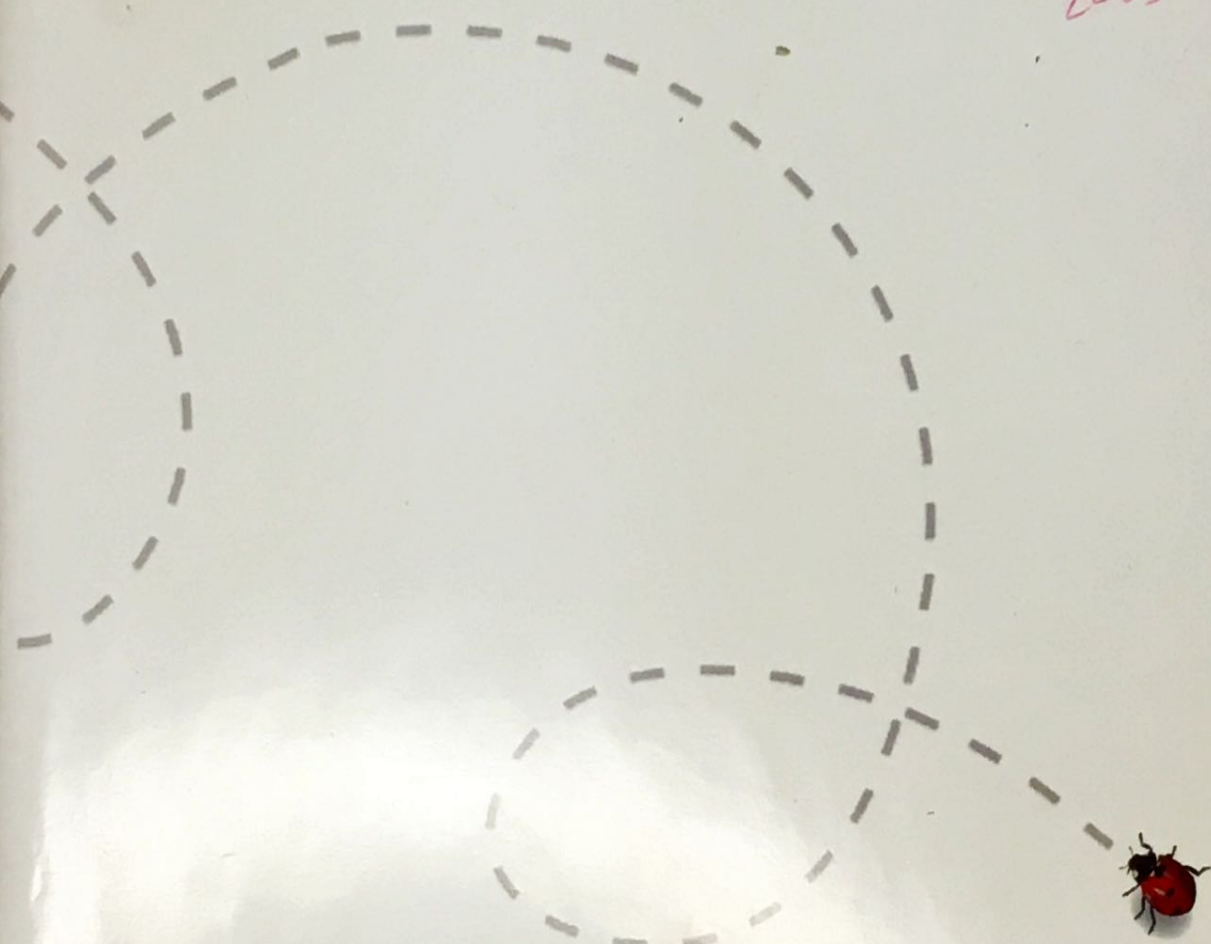


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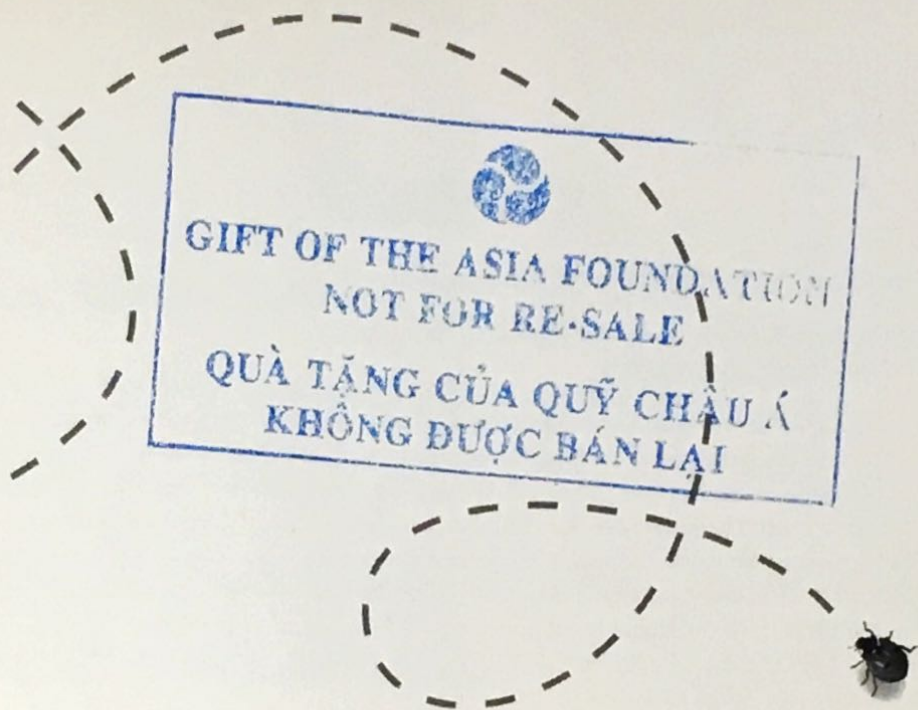


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**How Engaging Your Customers
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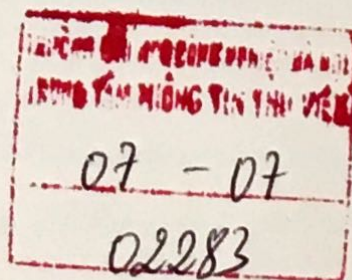


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Awesome Acknowledgments

Inspired by "Here's to the Misfits" campaign for Apple.

HERE'S TO the misfits.

The entrepreneurs. The lone wolves in companies. The ones who believe businesses are built on relationships, not interruptions. To the ones who realize social is what social media is all about.

To the brave souls who would never cold-call or mislead just to gain a dollar. To the business start-ups who build their companies on the belief alone that they can do it.

The ones who realize that to have an awesome business you have to be awesome yourself.

This book is for you.