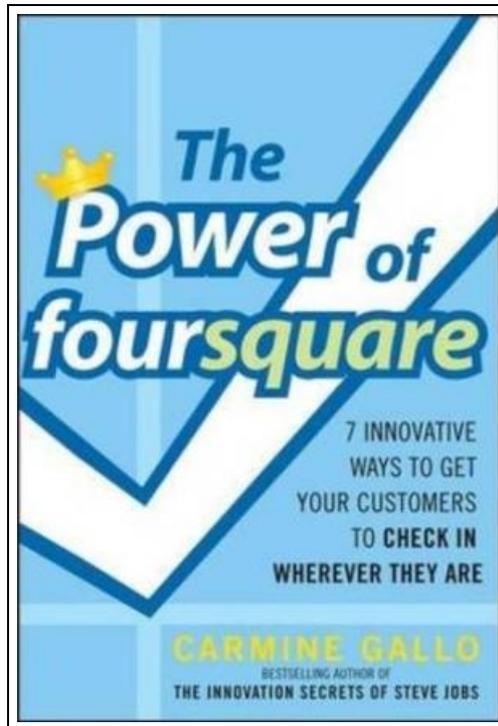


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McGraw-Hill Education - Europe, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. Connect with Your Customers. Anytime. Anywhere. One million new users per month. Twenty-three check-ins per second. Millions of people-in every city, in every country, on every continent, and even from the Space Station-are vying to become mayors of their favorite shopping locations. What is foursquare and why has it become the hottest customer magnet ever conceived? Foursquare is a social, mobile networking app that empowers customers to check in at businesses and share their locations with friends through smartphones and PDAs. A pioneer in location-based services (LBS), foursquare invites your customers to experiment, to compete, to share, and to have deeper, more meaningful interactions with your products and services. Internationally bestselling author Carmine Gallo not only has had unprecedented first-hand access to foursquare s founders, he also has interviewed dozens of business owners and marketers who have revolutionized their businesses through The Power of foursquare. You ll discover the ice-cream chain that heated up sales dramatically, the nonprofit organization that raised \$50,000, and the matchmaker who owes her entire business to foursquare. You ll learn from fascinating case studies of major companies with active foursquare partnerships, including:The American Red Cross Jimmy Choo, London Chili s Grill Bar Bravo NASA RadioShack Your customers are out there, constantly searching for places to go, games to play, and things to buy. Leverage The Power of foursquare and your customers will be in constant competition with each other over who loves your products and services the most. Praise for The Power of foursquare The power to reach buyers at the exact time and the exact place they re looking for what you offer has massive implications for all kinds of businesses worldwide. Carmine Gallo expertly shows you how...

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