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Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action. People decide who to trust, what advice to heed, and which individuals to forge personal or transactional relationships with based on a simple metric of believability.

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believable than others and why
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more trusted, getting more customers,
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Likeonomics offers a new vision of a world beyond Facebook where personal relationships, likeability, brutal honesty, extreme simplicity, and basic humanity are behind everything from multi-million dollar mergers to record-breaking product sales. There is a real ROI to

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likeability, and exactly how big it is will amaze you.

Likeonomics: Rohit Bhargava, Christine Marshall ...

There is a real ROI to likeability, and exactly how big it is will amaze you. Likeonomics uncovers five key principles to win trust (or win it back)—and keep it.

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You'll learn how to use the TRUST formula (Truth, Relevance,

Behavior, and Inspiring Action, Unselfishness, Simplicity, and Timing) to power every relationship.

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The big idea behind Likeonomics is that you cannot build trust without being likeable. In the 1980s, Japanese businessmen adopted the word dochakuka to describe the idea that communities and people could think

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Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action is a new book by Rohit Bhargava (@RohitBhargava) According to Bhargava, "Personal relationships are the only currency that matters." Likeonomics begins and ends with this idea.

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