



Ted Rubin on Ror #Ronr: 140 AHA Moments Exploring Return on Relationship

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There's no doubt that the global market is changing and has significantly changed just within the last five years. Selling used to be about having the best product and the best business practices but now "it's all about relationships," social marketing strategist Ted Rubin proclaims in *Ted Rubin on ROR #RonR*.

With customers reading reviews upon reviews of products online, asking their friends and followers via social media for product feedback, building and maintaining customer relationships is more important—and easier—than ever. What is your organization's Return on Relationship?

Written by a leading social media marketing strategist, Ted Rubin takes you through how the value of your relationships will accrue tenfold over time; how just connecting with followers/future advocates online isn't enough—it's engagement that's key; and how to not just be social on social media but to *socialize* your way to successful Return on Relationship.

The 140 insightful ahas in *Ted Rubin on ROR #RonR* on creating and maintaining relationships are not only helpful tidbits for businesses and entrepreneurs, but they remind us why connecting with other human beings is such a vital element to everyday life. Learn the importance of utilizing social media for your brand, and remind yourself how "just being nice" and smiling can influence others.

Ted Rubin on ROR #RonR is part of the THiNKaha series whose slim and handy books contain 140 well thought-out quotes (tweets/ahas). Increase your influence by picking up the THiNKaha app and easily share Ted's quotes on twitter, Facebook, LinkedIn, and Google+.

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