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QR Codes Kill Kittens: How to Alienate Customers, Dishearten Employees, and Drive Your Business into the Ground

Scott Stratten, Alison Kramer

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Scott Stratten, Alison Kramer : QR Codes Kill Kittens: How to Alienate Customers, Dishearten Employees, and Drive Your Business into the Ground before purchasing it in order to gauge whether or not it would be worth my time, and all praised QR Codes Kill Kittens: How to Alienate Customers, Dishearten Employees, and Drive Your Business into the Ground:

6 of 6 people found the following review helpful. You can get basically everything in this book from the youtube video. By Customer I watched the youtube video by Scott Stratten about this topic. In the video, he mentioned that this book would be coming out, so I pre ordered it. The book doesn't really add anything that one couldn't get from youtube

video. The book is pretty bad. There are several pages, easily over 20, when there is maybe two or three sentences and a picture. These combined end up taking up less than half the page. There really is just tons of white space in the book. I really was hoping that this book would go into great detail, maybe with a few more statistics or examples, but nope. Just watch the youtube video. It's free, and you get the benefit of Scott's pretty good comedic timing. 0 of 0 people found the following review helpful. Entertaining, but not what I had hoped for. By Carsten Hansen Scott Stratten is amazing. As a public speaker he blows me away and his books are fantastic. That's the background is will set for this book. However, while this book is fun and entertaining, as the title will hint at, then it is far from heavy on content. Many pages are mostly blank, with a screen shoot from facebook, a picture, and advertisement or similar illustrations then with a little, sometimes very little, text to highlight the point that Stratten is trying to make. Some of the illustrations are money, others bear significantly less quality, and that's why I cannot give the book top marks. I wish he had substituted some of the illustrations with some more text and deeper discussion of the topic at hand. He does a little of this on the last few pages of the book, but to me it seems like a case of too little, too late. However, if you buy the book mostly for entertainment, then I'm sure you will enjoy the examples and quite certainly learn something along the way. 0 of 0 people found the following review helpful. ...as long as no dogs are harmed. By Customer The same day I was asked to add a QR code to an invitation for a registration peice I coincidentally became aware of this book from a coworker. When I informed the team I was working with on the flyer with a screenshot of this cover, one response was "as long as no dogs are harmed." I've always objected to QR code use at our organization. My first reason, QR codes are unpleasant to look at. This book will help me explain that just because we can doesn't mean we should. So thank you, I've never been a fan in our business to use them and now I can make a better case against them, even if there is no harm coming to dogs.

Easy to digest tips and tools on how not to run a business Experts are constantly telling us what we need to be doing to improve our businesses. Hundreds of books in the market are filled with advice from these experts. But how can you filter out all of the bad advice, misinformation, and misuse of business tools that is out there? None of us needs another list of what we should be doing. QR Codes Kill Kittens tells you what not to do. Easy to digest, easy to avoid. The book is separated into several sections, and each will include a story related to the topic in addition to tips and explanations on what not to do. Includes real-life examples along with tips and guidance on experts, human resources, marketing/branding, networking (in person and online), public relations, and customer service Written by Scott Stratten, author of UnMarketing and the President of UnMarketing.com, a company that combines efforts in viral, social, and authentic marketing; he has appeared on Mashable.com and CNN.com, and in the Wall Street Journal, USA Today, and Fast Company It doesn't do you any good to do a few things right and a lot of things wrong. Find out what not to do. If reading this book saves just one kitten's life, it's worth it.

.com From the Author: Scott Stratten - The Kittens Are Counting On You Think Before You QR Code I donrsquo;t know where this QR code takes me when scanned, I wish I did. I tried to follow the ldquo;three easy stepsrdquo; but I feel like one important step is missing. Step 0.5: Donrsquo;t put QR code behind GIANT BAR The code is unscannable. Itrsquo;s taking up valuable space, looking fancy and modern, and doing absolutely nothing. This is my main issue with QR codes and so many of the things we try in business - they just donrsquo;t work. We need to be thinking about functionality for our customers. Did you know that 50% of people who scan a QR code would never scan one again? You know why? Because they didnrsquo;t work. They didnrsquo;t bring value. They made people jump through an unnecessary and all to often non-functioning hoop. Stop it.