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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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**QR Codes Kill Kittens: How to Alienate Customers, Dishearten Employees, and Drive Your Business into the Ground** Scott Stratten, Alison Kramer
**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.

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