



## All Marketers are Liars

By Seth Godin

Penguin Putnam Inc, United States, 2012. Paperback. Book Condition: New. Reprint. 176 x 126 mm. Language: English . Brand New Book. Seth Godin s three essential questions for every marketer: What s your story? Will the people who need to hear this story believe it? Is it true? All marketers tell stories. And if they do it right, we believe them. We believe that wine tastes better in a \$20 glass than a \$1 glass. We believe that an \$80,000 Porsche is vastly superior to a \$36,000 Volkswagen that s virtually the same car. We believe that \$125 sneakers make our feet feel better and look cooler than a \$25 brand. And believing it makes it true. As Seth Godin showed in this controversial book, great marketers don t talk about features or even benefits. Instead, they tell a story a story we want to believe, whether it s factual or not. In a world where most people have an infinite number of choices and no time to make them, every organization is a marketer, and all marketing is about telling stories. Marketers succeed when they tell us a story that fits our worldview, a story that we intuitively embrace...

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