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All Marketers Are Liars uses examples from areas such as organic products, the Goodyear Blimp, and Cold Stone to illustrate the power of marketing an authentic story. From the book jacket: "All marketers tell stories. And if they do it right, we believe them. We

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believe that wine tastes better in a
\$20 glass than a \$1 glass. Really

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target market to discover and
purchase your product, you must
tell a consistent, authentic,
believable story that fits the way
they view the world.

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Seth Godin is the author of more than a dozen bestsellers that have changed the way people think about marketing, leadership, and change, including Permission Marketing, Purple Cow, All Marketers Are Liars, Small is the New Big, The Dip, Tribes, Linchpin, and Poke the Box.

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He's an entrepreneur, the founder of several successful businesses and a popular TED speaker.

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better to say, discuss) Seth
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World." But it's not as simple as it
sounds. It's my attempt to make
our world which is ruled my
marketers of different kinds better.

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make it true, authentic and subject

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Are Liars is based on the idea that we believe whatever we want to believe, and that it's exactly this trait of ours, which marketers use (and sometimes abuse) to sell their products by infusing them with good stories – whether they're true or not. Read in: 4 minutes.

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7 Lessons I Learned from "All Marketers Are Liars" by Seth ...
"All Marketers Are Liars Summary".
First things first, to develop a winner's strategy, you have to hear the other side of the story. Listen to your audience, design

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questionnaires, insist on face-to-face interaction. When people are confronted with a relatively new approach, they tend to use the power of comparison.

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His newest book, All Marketers are Liars , has already made the Amazon Top 100 and has inspired its own blog.

"All Marketers are Liars" - Seth
Godin speaks at Google
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All Marketers Are Liars (The Power
of Telling Authentic Stories in a
Low-Trust World) stands on the
shoulders of his previous books
and builds the case for storytelling
being at the heart of all marketing

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activities. And for Seth, the medium is often a crucial part of the message. Packaging is part of the story.

All Marketers Are Liars - Wikipedia
In 'All Marketers Are Liars', Seth Godin proposes that marketers take

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a different approach to storytelling. He makes the assertion that marketers should be more focused on telling authentic stories as they are on creating quality products. However, people will buy a story first before they can buy the product itself.

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All Marketers Are Liars Summary -
Four Minute Books

All Marketers Are Liars is great
book and definitely worth a listen.
Seth's reading style is little dry and
mundane, so a voice actor/
professional narrator would have

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been nice. However, if you have
listened to his other stuff and that
didn't bother you, this is very much
the same.

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the third in a series. All Marketers
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The Best Marketing Of All
Godin frames his post TV-industrial
complex world of advertising.

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concept of storytelling and why it's
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so important for marketers to tell
authentic stories that resonate with
consumers.

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The Big Idea What sells a product
these days? Is it price point? Is it
the buyer's need? Are product
features and benefits the deciding
factors for customers to buy? Seth
Godin says it is none of the above.

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Consumers buy products when they fall for a marketer's story. A successful marketer has to be able

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we believe them. We believe that
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