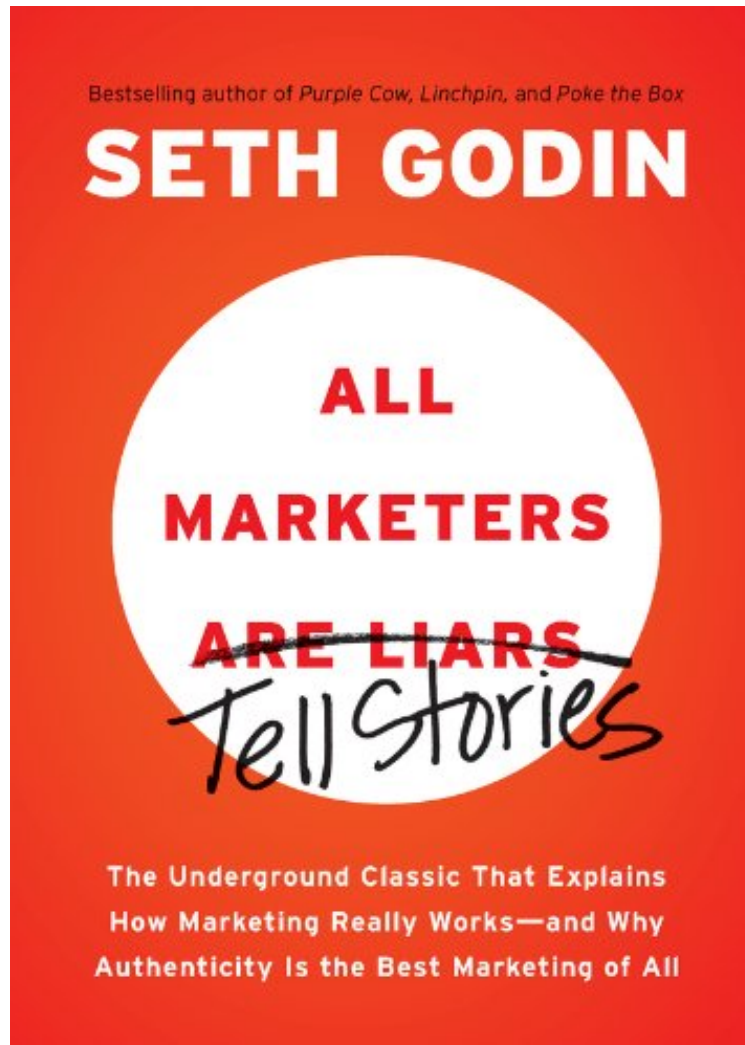


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All Marketers are Liars: The Underground Classic That Explains How Marketing Really Works--and Why Authenticity Is the Best Marketing of All

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products and commercials in a whole new light. 0 of 0 people found the following review helpful. Recommended for the marketer
By Kelly Schuknecht As usual, Seth Godin is amazing! If you are in marketing or management, All Marketers Are Liars will make you think about the story your company (or product) is telling, whether or not that story that will resonate with the right people (worldview) who will then buy your product, and whether or not the story you're telling is authentic (which it must be!). Throughout the book Godin provides many examples -- good and bad -- of the various stories told by businesses, from restaurants to car manufacturers to cosmetic companies. Marketing is storytelling. As a marketer, your job is to tell stories, and in this book Godin will guide you in doing that effectively. If you are in marketing, I highly recommend this book. 7 of 7 people found the following review helpful. Do Yourself A Favor - Read This Book
By Elden Today's world is different from yesteryear's world. Seth Godin is right on the mark with this book. He tells you the real psychology behind the technique of an old word "Marketing." Everyone thinks they know what marketing is, they don't. Do yourself a favor and read this book first, before you do anything else. If you understand the psychology in this book you will understand how to Market your brilliant idea. There is no Top Ten, Best Tips or How To Do This, or That. Those are gimmicks, you are just paying someone to tell you what you already know. And you will find the so-called tips are just borrowed ideas not original content. Actually, your story costs nothing to tell, just tell it properly, once you have read the book you will understand. This is one of the best books about Marketing, written by someone who has 'been there done that', gone through the ups and downs of life, and tells it like it is.

The indispensable classic on marketing by the bestselling author of Tribes and Purple Cow. Legendary business writer Seth Godin has 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 \$225 sneakers make our feet feel better—and look cooler—than a \$25 brand. And believing it makes it true. As Seth Godin has taught hundreds of thousands of marketers and students around the world, 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 and then share with our friends. Think of the Dyson vacuum cleaner, or Fiji water, or the iPod. But beware: If your stories are inauthentic, you cross the line from fib to fraud. Marketers fail when they are selfish and scurrilous, when they abuse the tools of their trade and make the world worse. That's a lesson learned the hard way by telemarketers, cigarette companies, and sleazy politicians. But for the rest of us, it's time to embrace the power of the story. As Godin writes, "Stories make it easier to understand the world. Stories are the only way we know to spread an idea. Marketers didn't invent storytelling. They just perfected it." From the Trade Paperback edition.

From Publishers Weekly Advertising's fundamental theorem—that perception trumps reality—informs this dubious marketing primer. Journalist and marketing guru Godin, author of Purple Cow: Transform Your Business by Being Remarkable, contends that, in an age when consumers are motivated by irrational wants instead of objective needs and "there is almost no connection between what is actually there and what we believe," presenting stolid factual information about a product is a losing strategy. Instead, marketers should tell "great stories" about their products that pander to consumers' self-regard and worldview. Examples include expensive wine glasses that purport to improve the taste of wine, despite scientific proof to the contrary; Baby Einstein videotapes that are "useless for babies but...satisfy a real desire for their parents"; and organic marketing schemes, which amount to "telling ourselves a complex lie about food, the environment and the safety of our families." Because consumers prefer fantasy to the truth, the marketer's duty is to be "authentic" rather than honest, to "live the lie, fully and completely" so that "all the details line up"—that is, to make their falsehoods convincing rather than transparent. Troubled by the cynicism of his own argument, Godin draws a line at deceptions that actually kill people, like marketing infant formula in the Third World, and elaborates a murky distinction between "fibs" that "make the thing itself more effective or enjoyable" and "frauds" that are "solely for the selfish benefit of the marketer." To illustrate his preferred approach to marketing, the author relates a grab bag of case studies, heavy on emotionally compelling pitches and seamless subliminal impressions. Readers will likely find the book's practical advice as rudderless as its ethical principles. Copyright © 2003 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Praise for Seth Godin: "Godin...is uniquely respected for his understanding of the Internet, and his essays and opinions are widely read and quoted on and off." —Forbes "It's easy to see why people pay to hear what he has to say." —Time "If Seth Godin didn't exist we'd need to invent him." —Alan Webber, founder, Fast Company "If your idea, or issue, or candidate, or product isn't catching on, you haven't been reading Seth Godin." —Micah Sifry, cofounder, Personal Democracy Forum "Godin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketer; and

also a clear-eyed visionary."mdash;Miami HeraldAbout the AuthorSeth Godinnbsp;is the author of more than a dozen bestsellers that have changed the way people think about marketing, leadership, and change, includingnbsp;Permission Marketing,nbsp;Purple Cow,nbsp;All Marketers Are Liars,nbsp;Small is the New Big,nbsp;The Dip,Tribes,nbsp;Linchpin, andnbsp;Poke the Box. He's an entrepreneur, the founder of several successful businesses and a popular TED speaker.nbsp;He writes one of the most influential business blogs in the world at sethgodin.com.