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This item: All Marketers are Liars: The Underground Classic That Explains How Marketing Really Works--and Why... by

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All Marketers are Liars: The Underground Classic That ...

1-Sentence-Summary: All Marketers Are Liars is based on the idea that we believe whatever we want to believe, and that it's exactly this trait of ours,

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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.

All Marketers Are Liars Summary- Four Minute Books

All Marketers Are Liars From Wikipedia, the free encyclopedia All Marketers Are

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Liars: The Power of Telling Authentic Stories in a Low Trust World (2005) is the seventh published book by Seth Godin, and the third in a series of books on 21st century marketing, following Purple Cow and Free Prize Inside.

All Marketers Are Liars - Wikipedia

In fact, in All Marketers Are Liars, the

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author has some great insights on the world of marketing, how marketers think and how they have created stories (and fibs and frauds) for decades, which...

All Marketers Are Liars Summary (By Seth Godin) | by ...

All Marketers Are Liars by Seth Godin explains the importance of storytelling in

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modern marketing. It also teaches how stories are an integral part of our lives and why the marketers must learn the art of storytelling to dominate the market or even create a new one.

All Marketers Are Liars Summary, PDF, Quotes, And Review

All Seth Godin's books extend beyond

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the fundamental rules of advertisement and create value for all people. Even if you are not involved in marketing, you cannot escape its influence that haunts you - hypothetically speaking. " All Marketers Are Liars " is easy to digest, and friendly book that is best suited for marketers in the making and those willing to improve their skills.

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Summary - Seth Godin | 12min Blog

All Marketers are Liars: The Underground Classic That Explains How Marketing Really Works--and Why Authenticity Is the Best Marketing of All Paperback - April 24 2012 by Seth Godin (Author) 4.4 out of 5 stars 354 ratings See all formats

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It might make you a little bit uneasy to call yourself or other marketers liars. It's also a BOLD claim to say that people want to lie to themselves. But, it's completely true. No matter what stage

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of marketer you are, go and grab a copy of All Marketers are Liars. You'll be glad you did. Tons of golden nuggets in this book. My notes on ...

All Marketers are Liars by Seth Godin - Salvador Briggman

In 'All Marketers Are Liars', Seth Godin proposes that marketers take a different

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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.

All Marketers Are Liars: The Power of Telling Authentic ...

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Buy All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works--And Why Authenticity Is the Best Marketing of All Reprint by Godin, Seth (ISBN: 9781591845331) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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All Marketers Are Liars: The Underground Classic That ...

Seth Godin is the author of six bestsellers, including Permission Marketing, an Amazon Top 100 bestseller for a year and a Fortune Best Business Book. His ne...

"All Marketers are Liars" - Seth

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Godin speaks at Google ...

All Marketers Are Liars explains how telling your customers authentic, meaningful stories about your business helps you sell your products and build a strong, long-lasting relationship with them. Seth Godin is the bestselling author of Purple Cow, Linchpin and Poke the Box.

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marketing by the bestselling author of Tribes and Purple Cow. Legendary business

All Marketers are Liars eBook by Seth Godin ...

Why Seth Godin's book "All Marketers Are Liars" is great The book is great because it describes what works in

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marketing from psychological point of view (no rocket science here, just very approachable and easy reading!) The essence of it is to lie to them (tell them stories) that they want to hear. If you don't do so, they will not listen.

All Marketers Are Liars, Aren't They? Better if they are not.

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All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World, is essentially an extension of Purple Cow, but teaches you more fundamentals on redirecting your attention from your remarkable product and onto building awareness and in-turn success. This is summed up pretty quick before the book even begins:

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All Marketers Are Liars - Book Review, Summary, Notes and ...

He believes All Marketers Are Liars is one of the most important books he's ever written. And once you're done reading the book, you're able to fully appreciate Godin's passion for storytelling and why it's so important for

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marketers to enhance their offerings by telling compelling stories to consumers.

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