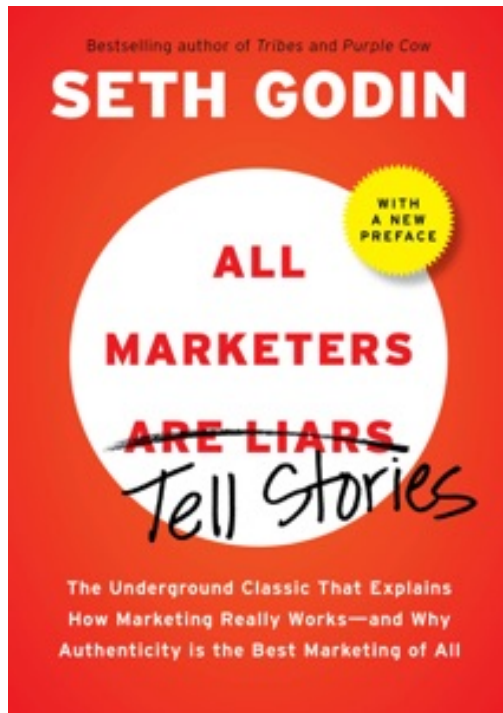


Download All Marketers (Are Liars) Tell Stories Free eBook PDF/ePub/Mobi - Seth Godin



Download or Read Online All Marketers (Are Liars) Tell Stories Seth Godin Free eBook PDF/ePub/Mobi/Mp3/Txt, 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.

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Download or Read Online All Marketers (Are Liars) Tell Stories Seth Godin Free eBook PDF/ePub/Mobi/Mp3/Txt, The regular type of help documentation is really a hard copy manual that's printed, nicely bound, and functional. It operates as a reference manual - skim the TOC or index, get the page, and stick to the directions detail by detail. The challenge using these sorts of documents is the fact that user manuals can often become jumbled and hard to understand. And in order to fix this problem, writers can try and employ things I call "go over here" ways to minimize the wordiness and simplify this content. I've found this approach to be extremely ineffective most of the time. Why? Because **all marketers (are liars) tell stories** are considered unsuitable to get flipped through ten times for just one task. That is what online assistance is for.

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