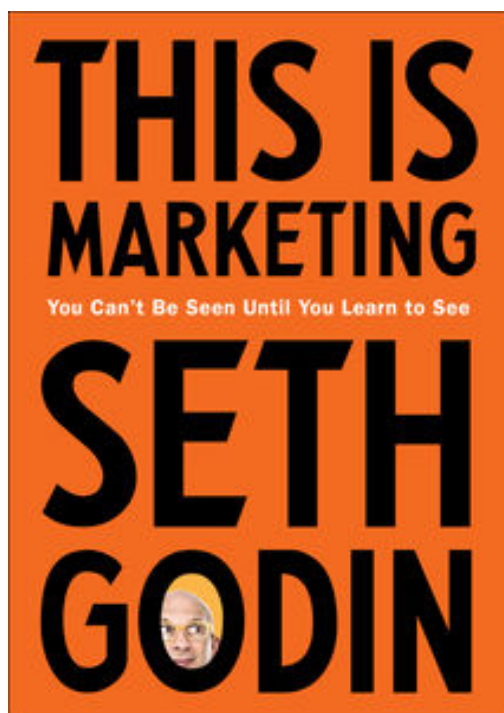


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No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you:

- * How to build trust and permission with your target market.
- * The art of positioning--deciding not only who it's for, but who it's not for.
- * Why the best way to achieve your goals is to help others become who they want to be.
- * Why the old approaches to advertising and branding no longer work.
- * The surprising role of tension in any decision to buy (or not).
- * How marketing is at its core about the stories we tell ourselves about our social status.

You can do work that matters for people who care. This book shows you the way.

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