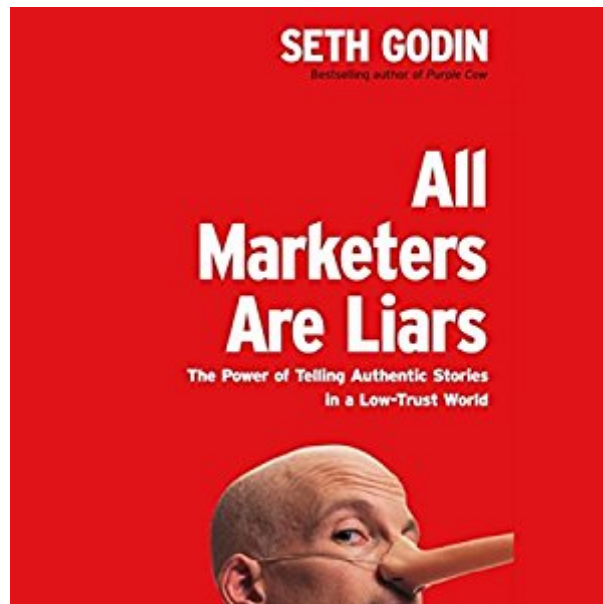


The book was found

All Marketers Are Liars: The Power Of Telling Authentic Stories In A Low-Trust World



Synopsis

Seth Godin's 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 \$125 sneakers make our feet feel better "and look cooler" than a \$25 brand. And believing it makes it true. As Seth Godin showed in this controversial book, 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." --This text refers to the Hardcover edition.

Book Information

Audible Audio Edition

Listening Length: 4 hours and 20 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: May 25, 2005

Whispersync for Voice: Ready

Language: English

ASIN: B0009WF9EG

Best Sellers Rank: #17 in Books > Business & Money > Marketing & Sales > Marketing > Direct
#50 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

Customer Reviews

For some unknown reason my copy of *Liars* had been gathering dust on the shelf for quite some time and I decided to read it on a train ride to Stockholm yesterday. The book is about how (and why) to use stories to further your company's/organization's/your own objectives. The main thesis' of the books are: 1. Competitive advantages are becoming too complex to formulate in a one sentence positioning statement and people need stories to make sense of what a company is all about. 2. Stories are what makes people (irrationally) believe that some products are superior to other products. This is why people sincerely believe that a 80 000 dollar Porsche Cayenne is superior to the 36 000 dollar Volkswagen Touareg, despite the fact that they are basically the same part. We buy stories, not products. 3. Stories are what we tell other people and stories are thus what a savvy WOM enlightened marketer should aim for to maximize marketing (mainly WOM) efficiency. 4. To be effective, stories must fit the existing worldview of the target group. If it doesn't, don't try to change their worldview (because people can't be changed), change target group. 5. To break through the info clutter, one must "frame" the story in a way that makes sense to people. The first point I buy completely. It is obviously very inspired by Malcolm Gladwell's *Blink*, but still worth pointing out in a marketing context (to be fair, Godin does give Gladwell some credit). The second point is nothing new at all. The use of stories is just basic branding, slightly adjusted. Regarding stories increasing the efficiency of WOM I think it's absolutely true. However, it's not like it hasn't been said before, only using different terminology (even Godin himself in "*Ideavirus*").

[Download to continue reading...](#)

All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World Trust: Mastering the 4 Essential Trusts: Trust in God, Trust in Yourself, Trust in Others, Trust in Life Low salt. Low salt cooking. Low salt recipes.: Saltless: Fresh, Fast, Easy. (Saltless: NEW fresh, fast, easy low salt, low sodium cookbook) (Volume 2) Pretty Little Liars (Pretty Little Liars, Book 1) Low Carb Dump Meals: 25 Easy, Delicious and Healthy Dump Dinner Recipes You Won't Believe Are Actually Low Carb!: (low carbohydrate, high protein, low ... Ketogenic Diet to Overcome Belly Fat) Low Carb Aroma Rice Cooker: 50 Easy, Low Carb and Paleo Recipes with Your Rice Cooker for Busy People (Low Carb Meals & Rice Cooker) Low Carb: The Low Carb Dessert BIBLEÂ© with over 200+ Decadent Recipes (The Ultimate Low Carb Dessert CookBook for Rapid Weight Loss) Beginning Power BI with Excel 2013: Self-Service Business Intelligence Using Power Pivot, Power View, Power Query, and Power Map Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016 I Love You But I Don't Trust You: The Complete Guide to Restoring Trust in Your Relationship The Decision to Trust: How Leaders Create High-Trust Organizations Family Trusts: A Guide for Beneficiaries, Trustees, Trust Protectors, and

Trust Creators (Bloomberg) Build Your Own Living Revocable Trust: A Pocket Guide to Creating a Living Revocable Trust Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust Wild & Wacky Totally True Bible Stories - All About Trust CD (Mr. Henry's Wild & Wacky Bible Stories) Liars: How Progressives Exploit Our Fears for Power and Control All Fishermen Are Liars All the Little Liars Homemade Sweet and Savory Pies: Traditional Recipes Plus Low Carb, Ketogenic, Paleo, Vegetarian Pies and All You Need to Know about Baking (Low Carb Desserts & Homemade Pies) The Non-Profit Narrative: How Telling Stories Can Change the World

[Dmca](#)