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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.

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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.

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

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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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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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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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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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