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storytelling technique is an everyday paradigm people tell themselves stories and believe them this all marketers are liars summary explains why stories are a marketer s most important tool how our brains start to believe them why lies don t work all marketers are liars the underground classic that explains how marketing really works and why authenticity is the best marketing of all 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 seth godin s book all marketers are liars is a must read for all entrepreneurs marketing professionals and business leaders the book explores the concept of storytelling and why it s so important for marketers to tell authentic stories that resonate with consumers all marketers are liars the power of telling authentic stories in a low trust world by seth godin 15 815 ratings 3 88 average rating 636 reviews all marketers are liars quotes showing 1 26 of 26 we drink the can not the beverage as markets continue to globalize with concomitant long term shifts in economic power the wants needs balance fuelling marketing s fibs and frauds is likely to tip towards a more literal understanding of needs when that happens marketers had better have their story ready why exceptional companies get lost in the crowd and how to make your marketing messaging stand out how to turn your message into effective cohesive marketing marketing lies are so common that people just assume marketers are liars learn to spot the common marketing lies now one basically says do whatever you gotta do to get the money the other calls him on that and says find something valuable to sell something that enriches your customers lives and then do your best to persuade them to put it to work in their lives both are successful both have made good money as copywriters so which is right

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