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Bernadette Jiwa in the book "Marketing: A Love Story",

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conveys the importance of creating a meaningful relationship with your customers. It is not about marketing-mix or A/B testing. But the mindset of being in service to those who care en

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Delve in and find out how to turn your marketing into a love

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story your customers will fall in love with. Read more. 4 people found this helpful. Report abuse. Kate H. 5.0 out of 5 stars She did it again - this is a winner. Reviewed in the United Kingdom on October 5, 2014. Verified Purchase.

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Marketing: A Love Story. October 2014. Bernadette's back, and just in time. This is her finest work, a book that ought to be read by everyone on your team, and somehow hidden from your competitors. □ SETH GODIN. One of the biggest challenges we face as entrepreneurs and innovators is understanding how to communicate the value of our products and services to people in the marketplace.

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Marketing: A Love Story | The Story of Telling

On one side, list your tangible assets, things like stock, equipment, products and your website. On the other side, make a list of your intangible assets, stuff like intellectual property, trademarks, brand names, the skills of your team, your customer database, your reputation and the trust you have built over time.

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Use images, videos, case studies and stories. Think about how we want the people who use our products and services to feel. Write descriptions and create content that helps people to experience those feelings before they ever use the product or service. Behave like a lover, or at least a very dear

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Marketing: A Love Story - SlideShare

About Marketing: A Love Story As the subtitle suggests, this book is all about how to create marketing that matters to your customers. The author, Bernadette Jiwa, is not talking about marketing in terms of sales funnels, conversion rates, or A/B testing, she is talking about marketing that actually resonates with your customers.

BOOK REVIEW: Marketing: A Love Story by Bernadette Jiwa
In this review I'll talk about her wonderful book Marketing: A Love Story. In it Bernadette talks about how we make our ideas resonate. She redefines marketing and shows you how

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our ideas can translate into value. She shows you how to bridge the gap between your work and what your customers really want. And she does it all in just 110 pages!

Marketing: A Love Story by Bernadette Jiwa Book Review ... This humour is a little more subdued but a great example of the ability to use humour in B2B to a traditionally serious market with a traditionally facts based, rational marketing approach. Thanks to Ann Handley's blog for pointing this one out in Humor and B2B Marketing: A Love Story.

Humor and B2B Marketing: A Love Story - Ann Handley Marketing is "the story of how you create difference for your customers." And marketing done right, Jiwa contends, is a

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love story. As such, "instead of trying to describe what it is you're selling, set out to change how people feel the moment they read your copy or visit your website." Here are 10 takeaways from Bernadette Jiwa:

Marketing: A Love Story by Bernadette Jiwa

We tend to have no shortage of ideas, but we struggle to tell the story of how they are going to be useful in the world and why they will matter to people. Marketing is the way we communicate how our ideas translate to value for people in a marketplace.

Recorded Books - Marketing: A Love Story

My New Book - Marketing: A Love Story. filed in Marketing,

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Storytelling, Strategy. My new book is here. You can buy it now on Amazon in paperback and in Kindle. I've wanted to find a way to juxtapose the concepts of marketing and love in a book for a long time. I like to think that even if you never opened the book, just owning it—seeing it ...

My New Book—Marketing: A Love Story | The Story of Telling Marketing: A Love Story; All formats/editions. ... Marketing is the way we communicate how our ideas translate to value for people in a marketplace. Marketing has become a necessary evil for every business, but what if we adopted a different view of it? What if marketing was less about promotion or coercion and more about reaching out to people ...

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In the current age of selling, the sales and marketing relationship has to be tighter than ever for your brand to succeed, especially in small business. You've heard a lot about sales and marketing partnering together, but what's the most successful way? Join us to hear about the Small Business Sales and Marketing love story at Salesforce. Mike Wolff, SVP Small Business Sales, and Adrian ...

When Sales Meets Marketing: a Love Story - Salesforce Live
What listeners say about Marketing: A Love Story. Average
Customer Ratings. Overall. 4.5 out of 5 stars 4.3 out of 5.0 5
Stars 58 4 Stars 15 3 Stars 10 2 Stars 6 1 Stars 2
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Marketing: A Love Story by Bernadette Jiwa | Audiobook ...
Delve in and find out how to turn your marketing into a love story your customers will fall in love with. Read more. 4 people found this helpful. Report abuse. Mr. T. Kilpatrick. 5.0 out of 5 stars Excellent, succinct book, a new truth on every page. Reviewed in the United Kingdom on 3 June 2017.

Marketing: A Love Story: How to Matter to Your Customers ...
Email Signatures + Marketing: A Love Story Written by Dan Hanrahan Category: Marketing. In the spirit of Valentine's Day, let's explore a marketer's relationship with the corporate email signature. Like a grade school girl being chased and

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teased by the boys at recess, the marketer first views the signature as simply annoying.

Email Signatures + Marketing: A Love Story - Terminus Site
Marketing is not a department - it's the story of how you create difference for your customers. We spent \$500 billion globally on advertising in 2013. Every year we're spending more money, to interrupt more people, more often, with messages they don't care about and don't pay attention to.

In this New York Times bestseller, Tina Turner—the long-reigning queen of rock & roll and living legend—sets the record

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straight about her illustrious career and complicated personal life in this eye-opening and compelling memoir. From her early years in Nutbush, Tennessee to her rise to fame alongside Ike Turner to her phenomenal success in the 1980s and beyond, Tina candidly examines her personal history, from her darkest hours to her happiest moments and everything in between. My Love Story is an explosive and inspiring story of a woman who dared to break any barriers put in her way. Emphatically showcasing Tina's signature blend of strength, energy, heart, and soul, this is a gorgeously wrought memoir as enthralling and moving as any of her greatest hits.

"The most important book for your boss to read this year."

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-SETH GODIN "Empathy, relevance, and affinity-three great concepts to help you make a dent in the universe. Jiwa explains a whole new way to innovate and change the world."

-GUY KAWASAKI "A must read for any entrepreneur or marketer. It's full of lots of "aha" moments with a concrete tool that you can implement immediately. This book should be

added to every marketer's toolkit!" -DIANE DIAZ, Instructor Digital Storytelling & Branding, FULL SAIL UNIVERSITY

"This book and the Story Strategy Blueprint inside are invaluable for anyone who wants to disrupt their industry and to know and genuinely matter to their customers.

Bernadette's unique views and teachings will give you the most important, empathetic tools to know the consumer and be a successful storyteller." -ANTONIO ZEA, Global Director,

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Football Footwear, UNDER ARMOUR "As marketers our future value and success relies on using our customers as our compass. Through inspiring case studies, learn about the Innovation Trifecta and how affinity that is earned, rather than attention that is bought can power your business growth. Bernadette digs deep to explain why brands that give a damn make a difference and win in terms of profits, people and the planet." -LEE TONITTO, CEO, AUSTRALIAN MARKETING INSTITUTE One of Inc Magazine's Top Business Books of 2015. Our new digital landscape has spawned an entrepreneurial culture and the belief that anyone with a laptop and an Internet connection has the power to change the world-to create an idea that flies. But for every groundbreaking business that started this way, a thousand

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others have stalled or failed. Why? What's the secret to success? What do Khan Academy, the GoPro camera, the Dyson vacuum cleaner and Kickstarter have in common? After years of consulting with hundreds of innovators, creatives, entrepreneurs and business leaders to help them tell the stories of their ideas, I have discovered something: every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who wants to do something-and can't. We don't change the world by starting with our brilliant ideas, our dreams; we change the world by helping others to live their dreams. The story of ideas that fly is the story of the people who embrace them, love them, adopt them, care about them and share them. Successful ideas are the ones that become

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meaningful to others—helping them to see what's possible for them. Our ideas fly when we show others their wings.

"This should be the next book you read. Urgent, leveraged and useful, it will change your business like nothing else."
SETH GODIN □ Author *The Icarus Deception* It's not how good you are. It's how well you tell your story. Big corporations might have huge marketing and advertising budgets but you've got a story. Your brand story isn't just what you tell people. It's what they believe about you based on the signals your brand sends. *The Fortune Cookie Principle* is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can

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differentiate your brand and make emotional connections with the kind of clients and customers you want to serve. The most successful brands in the world don't behave like commodities and neither should you. A great brand story will make you stand out, increase brand awareness, create customer loyalty and power profits. Isn't it time to gave your customers a story to tell? The Fortune Cookie Principle will show you how.

ADVANCE PRAISE FOR THE FORTUNE COOKIE

PRINCIPLE "It's so easy to overcomplicate what great brands and new businesses need to do to resonate with their consumers. The simple questions asked in this book help you to de-mystify that process. It encourages you to think beyond what you do to why you do it and why that matters to your customers. Had this been available when I was driving Sales

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and Marketing Capabilities in my past corporate life at Cadbury Schweppes, this would have been recommended reading. Now I'm an entrepreneur I simply apply these principles each and every day." Wendy Wilson Bett^{Co-Founder Peter's Yard} "Yes, you need a great product, but without a compelling story, success is improbable. The 'Fortune Cookie Principle' is an easy-to-read guide that will help any marketer or business owner begin to ask the right questions about the stories they tell. Bernadette includes dozens of examples and questions to get your storytelling ship in the right order. Let's face it...telling compelling stories to attract and retain customers is not easy. Most brand marketers are not great storytellers. This book will give you a new perspective on your marketing, and help you move from

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talking about yourself to talking about things your customers actually care about. Then, and only then, will your marketing actually work in today's consumer-led economy." Joe Pulizzi—Founder Content Marketing Institute "The wisdom in this book is better than any fortune. Read and apply!" Chris Guillebeau—Author \$100 Startup "This book is an inspiration. Bernadette ignites real-world experience with a true passion for helping businesses move to the next level." Mark Schaefer—Author Return on Influence "Full of inspiring stories about what makes businesses unique (and successful) in today's supersaturated markets." David Airey—Author Work For Money, Design For Love. "If you're someone who cares about why you do what you do and how you do it, this book is for you." Tina Roth Eisenberg—Founder of Tattly

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Where does a moderately popular internet star who never leaves her house look for potential suitors? Online. Tinder, Bumble, Match.com, OkCupid—I tried them all. My thirty-one-year-old self clicked and swiped her little heart out, leading to more dates than I could count, and more disappointment than I was prepared for. Maybe you can relate. Maybe you know all too well the perils of modern dating. But let's say, eventually, you meet someone. You think to yourself, "Wow, they're perfect! Take me off the market, put a ring on it, knock me up, the whole enchilada, because they are "the one." Let's also say that they "feel the same way" about you. Your life starts to make sense! All the pain, heartbreak, and frustration from past failed relationships was worth it. Slow

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clap. That's how I felt about Milos. He was from Europe, a doctor, wealthy, athletic. He had an accent and a dog. Milos was textbook marriage material. For him it was "love at first sight," but for me, it was "anxiety on every date." Something was telling me to run—but for two years, the only running I did was straight into his arms. If only I would have listened. This isn't a love story. It's my story of survival.

"Will leave readers swooning." "PopSugar When Dimple Met Rishi meets Ugly Delicious in this funny, smart romantic comedy, in which two Vietnamese American teens fall in love and must navigate their newfound relationship amid their families' age-old feud about their competing, neighboring restaurants. If Bao Nguyen had to describe himself, he'd say

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he was a rock. Steady and strong, but not particularly interesting. His grades are average, his social status unremarkable. He works at his parents' pho restaurant, and even there, he is his parents' fifth favorite employee. Not ideal. If Linh Mai had to describe herself, she'd say she was a firecracker. Stable when unlit, but full of potential for joy and fire. She loves art and dreams pursuing a career in it. The only problem? Her parents rely on her in ways they're not willing to admit, including working practically full-time at her family's pho restaurant. For years, the Mais and the Nguyens have been at odds, having owned competing, neighboring pho restaurants. Bao and Linh, who've avoided each other for most of their lives, both suspect that the feud stems from feelings much deeper than friendly competition. But then a

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chance encounter brings Linh and Bao in the same vicinity despite their best efforts and sparks fly, leading them both to wonder what took so long for them to connect. But then, of course, they immediately remember. Can Linh and Bao find love in the midst of feuding families and complicated histories?

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with

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the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

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Always a lover of history, Mary Higgins Clark wrote this extensively researched biographical novel and titled it *Aspire to the Heavens*, after the motto of George Washington's mother. Published in 1969, the book was more recently discovered by a Washington family descendant and reissued as *Mount Vernon Love Story*. Dispelling the widespread belief that although George Washington married Martha Dandridge Custis, he reserved his true love for Sally Carey Fairfax, his best friend's wife, Mary Higgins Clark describes the Washington marriage as one full of tenderness and passion, as a bond between two people who shared their lives -- even the bitter hardship of a winter in Valley Forge -- in every way. In this author's skilled hands, the history, the love, and the

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man come fully and dramatically alive.

"Every one of us-- regardless of where we were born, how we were brought up, how many setbacks we've endured or privileges we've been afforded-- has been conditioned to compete to win. Ironically, the people who create fulfilling lives and careers--the ones we respect, admire and try to emulate--choose an alternative path to success. They have a powerful sense of identity. They don't worry about differentiating themselves from the competition or obsess about telling the right story. They tell the real story instead. Whether you're an individual or you're representing an organisation or a movement, a city or a country, 'Story Driven' gives you a framework to help you consistently articulate, live

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and lead with your story. This book is about how to stop competing and start succeeding by being who you are, so you can do work you're proud of and create the future you want to see"--Page 4 of cover.

A personal account of a digital-strategy expert's efforts to date using current online technologies recounts how after numerous setbacks she strategically changed her approaches and met dozens of worthwhile candidates.

□A love letter to queerness, self-expression, and individuality (also Madonna) that never shies away from the ever-present fear within the queer community of late '80s New York, Like a Love Story made me feel so full□of hope, love, courage, pride,

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and awe for the many people who fought for love and self-expression in the face of discrimination, cruelty, and death. "A book for warriors, divas, artists, queens, individuals, activists, trend setters, and anyone searching for the courage to be themselves." Mackenzi Lee, New York Times bestselling author of *The Gentleman's Guide to Vice and Virtue* It's 1989 in New York City, and for three teens, the world is changing. Reza is an Iranian boy who has just moved to the city with his mother to live with his stepfather and stepbrother. He's terrified that someone will guess the truth he can barely acknowledge about himself. Reza knows he's gay, but all he knows of gay life are the media's images of men dying of AIDS. Judy is an aspiring fashion designer who worships her uncle Stephen, a gay man with AIDS who devotes his time to

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activism as a member of ACT UP. Judy has never imagined finding romance...until she falls for Reza and they start dating. Art is Judy's best friend, their school's only out and proud teen. He'll never be who his conservative parents want him to be, so he rebels by documenting the AIDS crisis through his photographs. As Reza and Art grow closer, Reza struggles to find a way out of his deception that won't break Judy's heart—and destroy the most meaningful friendship he's ever known. This is a bighearted, sprawling epic about friendship and love and the revolutionary act of living life to the fullest in the face of impossible odds.

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