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All Marketers Are Liars By Seth Godin

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ARE ALL MARKETERS LIARS

Are all marketers liars (Sandra Sunanto) 67 3 Lack of market growth Market maturity in many sectors has dictated that marketers have been challenged to find ways of retaining customers and identifying "niche markef in which they can compete with an advantage 4

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contribute significantly more both to their companies' success and to their own career paths Research-based, but brought to life by human beings"
—Sir Martin Sorrell, founder and CEO, WPP

The Power of Telling Authentic Stories in a Low-Trust ...

business bestseller Just out, All Marketers are Liars has already made the Amazon Top 100 and has inspired its own blog Seth is a renowned speaker as well He was recently chosen as one of 21 Speakers for the Next Century by Successful Meetings and is consistently rated among the very best speakers by the audiences he addresses

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