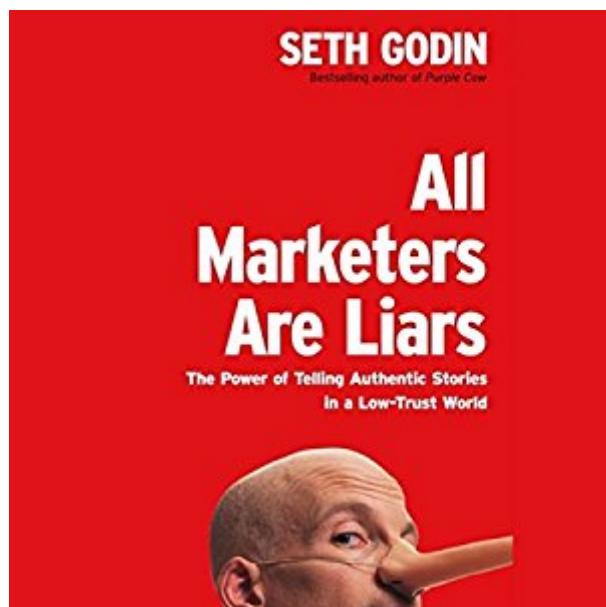


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# All Marketers Are Liars: The Power Of Telling Authentic Stories In A Low-Trust World



## **Synopsis**

Every marketer tells a story. 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 Cayenne is vastly superior to a \$36,000 VW Touareg, which is virtually the same car. We believe that \$225 Pumas will make our feet feel better-and look cooler-than \$20 no-names . . . and believing it makes it true. Successful marketers don't talk about features or even benefits. Instead, they tell a story. A story we want to believe. This is a book about doing what consumers demand-painting vivid pictures that they choose to believe. Every organization-from nonprofits to car companies, from political campaigns to wineglass blowers-must understand that the rules have changed (again). In an economy where the richest 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 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 and Marlboro. This is a powerful book for anyone who wants to create things people truly want as opposed to commodities that people merely need. --This text refers to an out of print or unavailable edition of this title.

## **Book Information**

Audible Audio Edition

Listening Length: 4 hoursÂ  Â andÂ  Â 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: #9 inÂ  Â Books > Business & Money > Marketing & Sales > Marketing > Direct #42 inÂ  Â Books > Audible Audiobooks > Business & Investing > Marketing & Sales

## **Customer Reviews**

I generally really like Seth Godin, so I must say that I've been disappointed with this book. In fact, I

was reading it for work (yes, I have a boss who likes to assign reading), but I've stalled out half way through this book and will be forcing myself to finish it. I feel like the only message I'm getting is that every story is a lie -- not a lot of examples as to how a company's story, wherever it fell on the lie/truth scale, managed to change the minds of a mass of people. A few stories, to be sure, but primarily it's "every story is a lie" ad naseum. I just felt preached to, and pounded over the head as if I wouldn't get the point otherwise. I just didn't like the approach at all. And, if every story is a lie, then his story must be a lie, so why should I read this?

'All Marketers are Liars' is a provocatively entertaining book about marketing and human nature. Seth Godin has once again applied his reliable formula for publishing success:1. Pick a traditional and well accepted marketing concept2. Write about it from a totally new perspective3. Make the book easy to read and include a lot of examples4. Give the book an intriguing title5. Sell a lot of booksIn 'Purple Cow' the basic concept was differentiation (nothing new in itself, after all, people had been talking about positioning and unique selling propositions for decades). In 'All Marketers are Liars' Seth's premise is based on these two well established marketing concepts:a) It is harder to make something and then try to sell it, than it is to first find out what people want and then give it to them.b) It is very difficult (and expensive) to try to change people's perception once it is already formed.The new 'angle' being explored, though, is that most of the time those perceptions are based on emotions that go against objective facts. The recipe for successful marketing, says Godin, is to find a large enough group of people with a particular world view, and offer them a product that caters and reinforces that world view.Judging by some reader reviews, some people seem to have taken offense to Seth's thesis, implying that it encourages dishonesty in marketing. I don't subscribe to that point of view. Giving people exactly what they want, even though objective facts suggest that they should want something else is not being dishonest.To illustrate Seth's thesis I'll give you an example: suppose that you have two identical watches, one of them is made in Switzerland and the other one is made in China. If you ask people which one is better, I bet that nine out of ten will answer 'the Swiss watch'.The objective of the Swiss watch maker is to sell watches. Are they supposed to go around telling everybody that the Chinese watch is as good as theirs? Of course not. The Swiss watch maker's advertising will most likely make extensive use of marketing signals that reinforce the world view of the nine people who picked the Swiss watch: their magazine ads will probably display pictures of their watch with a backdrop of a quaint Swiss village surrounded by the Alps and the Swiss cross prominently displayed somewhere on the page.Now, if the Swiss watch maker decided to relocate their manufacturing plant to China and continued to use the same

marketing signals in their advertising their customers would cry foul. If they also intentionally and openly lied about the country of origin of the watch they would be committing fraud. Seth Godin voices a strong opinion against these two scenarios, the first one because it would be "unauthentic" and the second one because it would be outright illegal and unethical.'All Marketers are Liars' is a quick and entertaining read (you can probably breeze through it from cover to cover on your average plane ride) and it will leave you with a valuable takeaway on which to base your marketing strategy.

I have absolutely no background in Marketing, I never took a course or a class for that matter. However, I did read the TEN DAY MBA by Steven A. Silbiger which went into a lot of the theory and the practical practices of Marketing taught at MBA schools. The chapter in that book is what ignited my interest in the subject and after searching through the internet this book was highly recommended, which is the reason why I purchased it. What I love about this book is that it describes how Markets (based on peoples) "world views" create variety based on their biases (We are the environment we interpret) that act as the foundation for Markets. It talks about how Marketers strive by embracing a market's "world view", "taste" and how to focus on creating authentic "frames" that reflect these lies a Market tells itself. This book made me reflect a lot because not only does it teach you how to develop a brand for a particular Market, but it also teaches you a lot about life. How we market ourselves and how we "frame" our story to others ultimately defines how others view us. It talks about how authenticity matters and how unauthentic marketers (a salesperson) just can't stand tall. You can be the best marketer (a salesperson) in the world but if you don't have the substance to sustain your story you fail. If your story is coherent with how markets (people) view you and your product you thrive. Everything matters in Marketing, the look, the feel, the slogan, the location of your brand but what ultimately matters is the story and if your market senses an unauthentic story, game over. Same goes at a personal level, with people that enter and exit your life.

My first book from Seth Godin. I have since bought others by him. It's so easy to understand, that you don't want to put it down. It will make you see products and commercials in a whole new light.

As usual, Seth Godin is amazing! If you are in marketing or management, All Marketers Are Liars will make you think about the story your company (or product) is telling, whether or not that story that will resonate with the right people (worldview) who will then buy your product, and whether or

not the story you're telling is authentic (which it must be!). Throughout the book Godin provides many examples -- good and bad -- of the various stories told by businesses, from restaurants to car manufacturers to cosmetic companies. Marketing is storytelling. As a marketer, your job is to tell stories, and in this book Godin will guide you in doing that effectively. If you are in marketing, I highly recommend this book.

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