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Marketing: A Love Story: How to Matter to Your Customers

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For this month's review, Prefect Natalie read Marketing a love story: How to matter to your customers, by Bernadette Jiwa, a book which is all about our favourite subject - storytelling. What's it

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all about? What it says on the tin really, how to matter to your customers and get them to fall in love with your brand.

Book review: Marketing a love story: How to matter to your ...

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

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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 ...

Marketing: A Love Story | The Story of Telling

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

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BOOK REVIEW:

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Marketing: A Love
Story 1. MARKETING A

Love Story: How to
Matter to your
Customers 2.

OVERVIEW □ What I
Have Learned □ What
We Can Do □ What We
Can Apply □ How We
Can Grow Our
Audience 3. WHAT I

HAVE LEARNED □
People can't help

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wanting to give back
the kind of behavior or
service that they
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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,

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brand names, the skills of your team, your customer database, your reputation and the trust you have built over time.

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5.0 out of 5 stars She

did it again - this is a

winner. Reviewed in

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...

Marketing of today is
also different from the
marketing of

yesteryear and we

really need to change

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our attitude about what marketing is before we find ourselves as extinct as the dinosaurs. The choice is your, read this book and fall in love with it and what it communicates and start mattering or don't and learn how little you mattered to your ...

Marketing: A Love Story (Audiobook) by Bernadette Jiwa

...

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Marketing: A Love
Story: How to Matter to
Your Customers,
written by Bernadette
Jiwa is the perfect book
for all businesses,
primarily

Entrepreneurs looking
for strategies to reach
their customers. The
book's main question
and argument
discusses ways in
which businesses can
make ideas reach
people and relate to
people rather than

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In the current age of
selling, the sales and
marketing relationship
has to be tighter than

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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

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**Story - Salesforce
Live**

“Our customers love how it feels when they use our product or service, because ____.”

Your competitive advantage is what your customers believe, not what you make in the factory.” — Bernadette Jiwa, Marketing: A Love Story: How to Matter to Your Customers

**Marketing Quotes by
Bernadette Jiwa**

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Some high-income shoppers love chasing a good deal at retail, while others get a psychological rush from paying full-price. ... digital marketing, data analytics, consumer ...

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