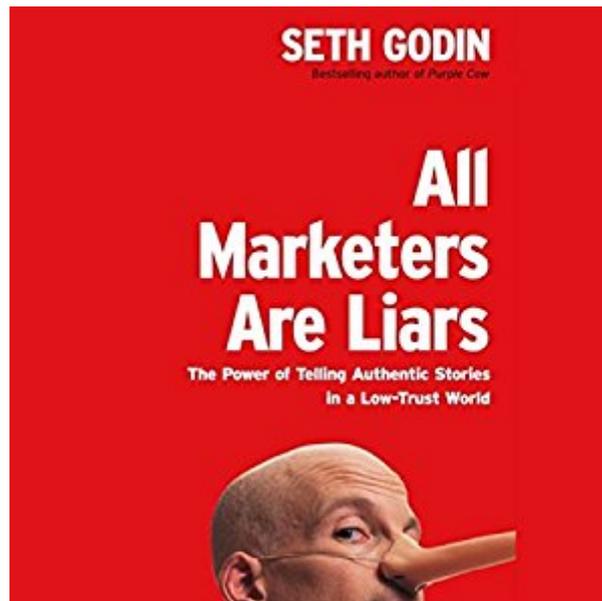


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# All Marketers Are Liars: The Power Of Telling Authentic Stories In A Low-Trust World



## Synopsis

Seth Godin's three essential questions for every marketer: "What's your story?" "Will the people who need to hear this story believe it?" "Is it true?" All marketers tell stories. 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 is vastly superior to a \$36,000 Volkswagen that's virtually the same car. We believe that \$125 sneakers make our feet feel better "and look cooler" than a \$25 brand. And believing it makes it true. As Seth Godin showed in this controversial book, great marketers don't talk about features or even benefits. Instead, they tell a story—a story we want to believe, whether it's factual or not. In a world where most people 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 Fiji water, 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, cigarette companies, and sleazy politicians. But for the rest of us, it's time to embrace the power of the story. As Godin writes, "Stories make it easier to understand the world. Stories are the only way we know to spread an idea. Marketers didn't invent storytelling. They just perfected it." --This text refers to the Hardcover edition.

## Book Information

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## Customer Reviews

For some unknown reason my copy of Liars had been gathering dust on the shelf for quite some time and I decided to read it on a train ride to Stockholm yesterday. The book is about how (and why) to use stories to further your company's/organization's/your own objectives. The main thesis' of the books are:1. Competitive advantages are becoming too complex too formulate in a one sentence positioning statement and people need stories to make sense of what a company is all about.2. Stories are what makes people (irrationally) believe that some products are superior to other products. This is why people sincerely believe that a 80 000 dollar Porsche Cayenne is superior to the 36 000 dollar Volkswagen Touareg, despite the fact that they are basically the same part. We buy stories, not products.3. Stories are what we tell other people and stories are thus what a savvy WOM enlightened marketer should aim for to maximize marketing (mainly WOM) efficiency.4. To be effective, stories must fit the existing worldview of the target group. If it doesn't, don't try to change their worldview (because people can't be changed), change target group.5. To break through the info clutter, one must "frame" the story in a way that makes sense to people. The first point I buy completely. It is obviously very inspired by Malcolm Gladwell's Blink, but still worth pointing out in a marketing context (to be fair, Godin does give Gladwell some credit). The second point is nothing new at all. The use of stories is just basic branding, slightly adjusted. Regarding stories increasing the efficiency of WOM I think it's absolutely true. However, it's not like it hasn't been said before, only using different terminology (even Godin himself in "Ideavirus").

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