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Marketing A Love Story

# Marketing A Love Story How To Matter To Your Customers

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Book Club - Marketing, A  
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to Matter to Your Customers**  
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Bernadette Jiwa in the book "Marketing: A Love Story", 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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108. by Bernadette Jiwa.

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

love story your customers

will fall in love with. Read

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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.

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

...

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



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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**

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 friend.

## **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,

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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 our ideas can translate into value. She shows you how to bridge the gap between your

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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

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How you create difference for your customers." And marketing done right, Jiwa contends, is a 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

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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, 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**

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**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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A Love Story**

In the current age of  
selling, the sales and  
marketing relationship has

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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



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How To Matter To Your Customers  
Stars 15 3 Stars 10 2 Stars  
6 1 Stars 2 Performance. 4.5  
out of 5 stars 4.4 out of  
5.0 5 Stars 55 4 Stars 12 3  
Stars ...

### **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**

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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 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

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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.

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Love Story Meaningful Mount  
Vernon Love Story Epic  
Content Marketing: How to  
Tell a Different Story,  
Break through the Clutter,  
and Win More Customers by  
Marketing Less Storynomics  
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Love Story The Right Story  
The Fortune Cookie Principle  
Story Driven Difference Say  
You Love Her: An LA Love  
Story Addicted to a Savage 2  
Molly Hippies Unwritten How  
to Create Lifetime Customers  
Make Your Idea Matter  
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