

All Marketers are Liars

All Marketers Are Liars - Seth Godin

All Marketers are Liars (by Seth Godin) is a title that at the very least is intriguing and is on my current reading list. I have read 'Purple Cow' by Seth Godin and really enjoyed this....in fact writing this review I will probably re-read next and put a post up after.

The main thrust I am taking from this book though is that 'Marketing' has changed from traditional advertising to story telling (with the caveat that the story must be authentic!). There are plenty of examples of both new and old, and of the mistakes that are being made in the authors view.

Although the book reads as though written for a B2C company most if not all the ideas are transposable for business to business marketing.

The synopsis reads.....

"All marketers tell stories. And if they do it right, we believe them. A good story is where genuine customer satisfaction comes from. It's the source of growth and profit and it's the future of your organization. This is what makes it all work: a complete dedication to and embrace of your story. In "All Marketers are Liars", Seth Godin shows how to discover and tell brilliant, authentic stories that will set you and your products or service apart from the competition. What's your story?"

Overall I am glad to have read the book. There were a few too many examples in certain areas, although the author was obviously trying to make a point. It is a fairly easy read, many of the examples are US but most were well known companies or small businesses that are explained. I have definitely taken something useful from the book and reinforced other ideas I have already read or formed.

The book is available on amazon here currently priced at £12.86 (a saving of 13p from the cover price!)

If you do get a chance to read it I would love to know what you thought....drop me a mail at justin@clarktaylor.co.uk

Justin Halfpenny