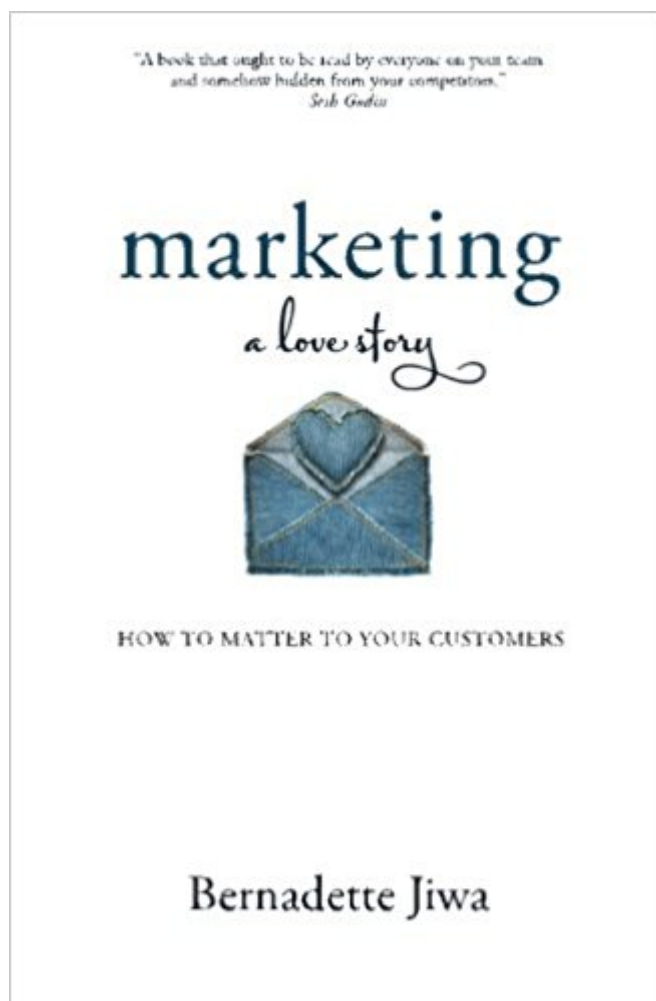


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# Marketing: A Love Story: How To Matter To Your Customers



## Synopsis

"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 is understanding how to make our ideas resonate. 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 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 and helping them to solve problems? What if marketing was how we found more ways to do better work and to matter to our customers? What if marketing was where we began our journey towards understanding what people need and want? What if it was our vantage point for seeing the world through the eyes of our customers? How different would marketing be then?

## Book Information

Paperback: 108 pages

Publisher: CreateSpace Independent Publishing Platform (October 1, 2014)

Language: English

ISBN-10: 1500619213

ISBN-13: 978-1500619213

Product Dimensions: 5.2 x 0.3 x 8 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 107 customer reviews

Best Sellers Rank: #63,923 in Books (See Top 100 in Books) #23 in Books > Business & Money > International > Global Marketing #23 in Books > Business & Money > Marketing & Sales > Marketing > Industrial

## Customer Reviews

I am the CEO of a pretty good size company and I found this book to be inspiring. The authors basic point, that we get caught up in the short-term way too much and don't think about building relationships and deeply connecting with customers nearly enough, is spot on and really resonated with me. The book helps us refocus, and it does it with incredibly beautiful, sometimes almost poetry-like prose. My only detraction is that I wish the book was a little longer and included actual case studies with a step-by-step analysis of how real companies actually built out customer focused

and relationship building principles and what effect there was on the subject company's business results. It's relatively easy to talk about sweeping concepts with soaring prose. As always, execution is key and the devil is in the details. The book is short on this. If the author would have taken her fantastic concepts and then showed how they were applied with step by step details that would help companies create an actionable roadmap, then this book would have been a seminal work.

While the title goes a bit far - ultimately marketing is about making sales, not love - Jiwa eloquently conveys her theme that the days of the old hard-edged, hard-sell marketing and advertising are numbered, thanks to the might of the internet and the way people now seek and consume information. She argues powerfully that content marketing is the answer in this digital and cynical world, because brands make themselves useful to people by providing them with valuable information, and build a relationship with them that can eventually make them loyal customers. Marketing is about people, not just metrics and analytics. And people are deeply emotional in their decision-making; good content connects with them emotionally. She writes: "Great content doesn't feel like marketing - it feels like a gift."

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 have countless ideas that but without purpose. She discusses how people, marketers in particular, never run out of ideas but the major issue is how to make these ideas stick with people and truly make them matter in people's lives. The book is a quick and easy read at a little over 100 pages; however Bernadette Jiwa gets her point across and leaves readers thinking about what they have just read immediately and also long after they finish reading. Bernadette Jiwa argues that businesses and retailers are very focused on getting customers into a store and out of the store however they do not truly care about why the people are there. For businesses, it ultimately just comes down to selling products and getting more customers in and out of the store and making money, which she argues should not be the case. Another interesting point Bernadette Jiwa makes is that people trust brands because they convey a level of reliability. When people give brands this trust they deserve it in return. The opening of this book captivated me and kept me thinking throughout the novel about various companies and whether or not they fulfil what Bernadette Jiwa discusses in Marketing: A Love Story: How to Matter to Your Customers. It was interesting when

thinking about the successful companies in the world and how they truly actually do fulfill everything that Jiwa discusses in this book. Throughout the book Bernadette Jiwa provides great examples from the real world for business and entrepreneurs to succeed. She begins with discussing Mission Statements which truly is the beginning for most companies trying to make a living in the world. She then goes into what makes a successful product or company and gives great advice and again supplies real world examples to the readers in order to get them thinking. She uses companies that are the best in their industry such as LEGO. Bernadette Jiwa discusses how companies try to copy the successful companies but ultimately fail and why they fail. The entire book is extremely thought provoking and filled with useful tips for everyone looking to run a successful business. She ends the book answering the question she set out to answer in the beginning which is how to continuing coming up with ideas that matter. In *Marketing: A Love Story: How to Matter to Your Customers*, Bernadette Jiwa provides a comprehensive description of how to be successful as a business. The primary audience is smaller businesses and entrepreneurs, however the book has truth for every company no matter how large or how small. Bernadette Jiwa does a great job in using real businesses as examples for her various points. This is what makes the book so thought provoking. While reading this book I couldn't help but think about the companies in the world that are successful and applying the techniques and tips that Bernadette Jiwa discusses to these companies and realizing that most of the great companies do use these techniques. This analysis shows that this book has a great deal of truth in it and shows how well written the book is. I would recommend this book to anyone interested in any aspect of business and would highly recommend that anyone who is interested in marketing read this book as it provides a great strategy to both successful marketing and successful business. Bernadette Jiwa is extremely successful in providing insight to readers about how to create and sustain a good business and transform the business from good to great.

Have you ever been in love? Have you ever been in love and it ended up crushing you like a ton of bricks when it didn't work out? Well some of the things you do to us, some of the ways you market to us, some of the ways you try to get our attention, makes us feel like we are going through breakups and heartbreaks and jaded lovers all over again. Don't be like our exes, read Bernadette's book and learn how to get me to care about what you do, and how to get me to want to market your product for you. Believe me, I want to do it, you just have to make me care enough to fall in love with you.

Really hammers home the fact that Marketing is a story, a story that needs to matter rather than

something that needs to be forgotten. Marketing of today is also different from the marketing of yesteryear and we really need to change 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 (ex)customers.

SO I have ZERO exxperience with marketing and this was the first book I read. It was a great book to get me in the right mind set and I use some of her sentence stems when thinking about crafting a message. Well written. Great for a total noob.

I love the compilation she put together that really create a great thread we should all take to heart. Focus more on our customers and less about how amazing we are. No one has a headline that reads, we are mediocre at best, but buy us anyway.

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