



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

Bernadette Jiwa

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"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?

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

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Sue Cartwright says

Research conducted into how people are persuaded proves that the way we are treated - and the way that treatment makes us feel - affects our opinions and our behaviour. People can't help wanting to give back the kind of behaviour or services that they received [Robert Cialdini and Steve Martin, Secrets from the Science of Persuasion].

The book is organised into three main categories - strategy, context and story - where creation, innovation and entrepreneurship are not just about putting stuff out into this world, it's about doing things that make a difference.

Includes some great resources including the One Page Marketing Plan, 10 Things a Brand Does, The 11 Why's of Product Development, and How To Tell The Story of Your Idea Using the Value Proposition Hack.

Delve in and find out how to turn your marketing into a love story your customers will fall in love with.

Milad Khosseini says

This book is the best book that you can find on the topic of marketing. Bernadette Jiwa communicates very simple and yet powerful idea about modern day marketing. Love it!

Omar Habib says

The book is very easy to read and addresses a set of ideas that are very useful for marketers, existing business owners, and entrepreneurs. Also, its content includes many tips that can guide the marketers toward building a successful relationship with customers. I liked the way she continuously link how your relationship as business owner with your customers should be.

The number of collected ideas and headings is a bit exaggerated. The ideas will add value and bring insight for beginners in the marketing field though.

April says

If you're an entrepreneur, you should read this book. It's short but full of great advice.

Ananya says

It is not that it was bad. Its just very repetitive. And everything she had to say has been said before. Felt like a Seth Godin Recap

Kamalika says

There was a lot of common sense in the book. But nothing new was brought out in this book. Like her advice of "solve a job for your customers, don't build a product" is taken off from Clayton Christensen's "theory of jobs" . Similarly you can find a lot of inferences from Seth Godin, Al Ries, Kotler and the likes.

Christian Jespersen says

There us a marketing book,,named service Is marketing, which touch upon the ideaology as this book. I love the Bernadette makes it so simple, yet so obvious that selling for a quick win, or what customers want is not what you think it is.

Bernadette's book is essential for understanding the probably mmst underrated part of marketing. Make sure your customers trust you, and that you are there to make their lives better.

Christy Deep says

This book shined a bright light on where our focus should remain in order to be successful at marketing our product/service. Quick and easy read with plenty of good advice!!

Robert Hausladen says

Intriguing Questions

She tells the story of marketing in a way that probably raised far more questions than answers and that is what I found most valuable. I am actually looking to make this required reading for my marketing course. If this left me with much to thing differently about, perhaps it will do the same for students.

Karishma says

Excellent read for any marketer or storyteller

As a marketer, everything in this book was told as a quick and succinct story to remind and reinforce why you need to think of and prioritize your customer first always. It took all the concerns away, like how do I get my boss to agree with this approach? What does it look like when I get this approach right?

Solid foundation for someone looking to make themselves more relevant with today's consumer.

Michael says

Hey marketers: STOP SHOUTING PLEASE!! Do something that matters. Then do something else again that matters for your customer, for the planet, for civilization. It is really that simple. And it is also really that hard.

It is easy to run your mouth, talk your game, buy some ads. It is difficult to think deeply about what truly matters. But you can do this no matter how small you are. The key is to start thinking about mattering and start doing things that truly matter.

People don't want more products, people want to support causes, services, brands, and products that matter. If they can choose a cup of coffee that also matters, they will, and they will tell their friends.

Marketing is not about selling, it is about creating passion, emotion, belonging and love, not because your design is the most slick, or your words are the most eloquent. As customers we all know that we truly care about brands that truly care about us, their customers and values like taking care of this planet.

Read Bernadette's book for inspiration. Then do something that matters. Today!

Mariel says

Este pequeño libro se lo recomiendo a aquellos que no saben sobre mercadeo, o piensan que solo se trata de anuncios, vender y 'hay que sacar un instagram.' En el mundo que vivimos, dice la autora, el intangible más valioso es la confianza. Esta hay que ganarse con paciencia, y sobre todo que de verdad te importe tu comprador (no sólo por sus billetes). Hoy en día podemos conseguirlo todo, pero al elegir A entre B, al elegir entre Uber o Apollo, o elegir entre Presidente o Corona, elegimos porque como clientes (consciente o inconscientemente) nos alineamos con la historia que nos venden, con la facilidad que va con nuestras prioridades.

Les recomiendo este librito (rápido de leer) a todos ellos que tienen una comunidad, un negocio, van a emprender, están en mercadeo. Léanselo. Mercadeo es más que las 4P, es convertirse en parte de la historia del consumidor. ??? (4/5 relojes) - si leen el libro entienden mi referencia.

Kirsten says

I don't ever really like reading marketing/business books but at least this one was only 81 pages long. Still, even at only 81 pages, I found she repeated herself a lot and felt the need to end every section with a question, which was irksome at best, infuriating at worst. She definitely could have written this book in under 20 pages and it would have been just as impactful, and way more enjoyable.

To save you all the trouble/time, here are the biggest things I took away from this:

- always be answering the reader's question: "why should I care about this?"
- don't confuse awareness with impact

- true competitive advantage is what customers believe about a product or service, **not** what we tell them
- present solutions, not products because customers need to know that we understand what matters to them
- marketing is a transfer of emotion
- people buy results, not the process so sell what they want to be sold (results)

There you have it. 81 pages condensed to like, 6 lines. You're welcome.

Noam says

This is the best handbook for anyone who understands they are not selling commodities, but rather stories.

Its not only packed with winning techniques to build your pitch, plan and presentation-

Its also the offering of guts, trust, opportunity, connecting and leadership you need to take for what you care for.

Find out why it doesn't help telling your customers what you do (even if you do it really well),
Why better technology and more features won't necessarily take you further (cause users aren't looking for technologies or features),
Why you should worry less about the competition (cause when you're different, you are the competition)
And how carefully listening to your users is a key to long term building of success.

I found the book very useful and I loved it-
Hope you will too.

Drew says

Hoping for more depth.
