



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

By 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?

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