



Successful marketers don't tell the truth. They don't talk about features or even benefits. Instead, they tell a story. A story we want to believe.

This is a book about doing what consumers demand—painting vivid pictures that they choose to believe. Every organization—from nonprofits to car companies, from political campaigns to wine glass blowers—must understand that the rules have changed again. In an economy where the richest have an infinite number of choices (and no time to make them), every organization is a marketer and all marketing is about telling stories.

Marketers *succeed* when they tell us a story that fits our worldview, a story that we intuitively embrace and the share with our friends. Think of the Dyson vacuum cleaner and the iPod. Marketers *fail* when they are selfish and scurrilous, when they abuse the tools of their trade and make the world worse. Think of telemarketers and Marlboro.

This is a powerful book for anyone who wants to sell things people truly want, as opposed to commodities that people merely need.

What's Your Story?

Every marketer tells a story. And, if they do it right, we believe them. We believe that wine tastes better in a \$20 glass than a \$1 glass. We believe that an \$80,000 Porsche Cayenne is cooler than a \$36,000 VW Touareg, which is virtually the same car. We believe that \$225 Pumas will make our feet feel better than \$20 no-names... and believing it makes it true.

ABOUT THE AUTHOR

Seth Godin is the author of seven books that have been bestsellers around the world, with three *New York Times* bestsellers to his name. His books have been translated into more than fifteen languages, and he's been featured in *The Wall Street Journal*, *Forbes*, *Fortune*, *Fast*

Company and *Business Week*. Godin was singled out in a recent issue of *Successful Meetings Magazine* as one of twenty-one speakers for the twenty-first century.

Before *All Marketers are Liars*, Godin published *Free Prize Inside*, which *Forbes*

magazine picked as one of their books of the year (as did *Fast Company*). Godin is also the author of *Purple Cow*, the best-selling marketing book of the decade.

Prior to his career as an author, Seth was a successful entrepreneur.