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book which is all about our favourite subject - storytelling. What's it all about? What it says on the tin really, how to matter to your customers and get them to fall in love with your brand.

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Marketing: A Love
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Bernadette's back, and
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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

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Love Story As the
subtitle suggests, this
book is all about how
to do marketing that
matters to your
customers. The author,
Bernadette Jiwa, is not
talking about
marketing in terms of
sales funnels,
conversion or A/B
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about marketing that

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actually resonates with
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wanting to give back
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receive, ...

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tangible assets, things
like stock, equipment,
products and your
website. On the other
side, make a list of

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communicates and
start mattering or don't
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written by Bernadette
Jiwa is the perfect book
for all businesses,
primarily
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for strategies to reach
their customers. The
book's main question
and argument
discusses ways in
which businesses can

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selling, the sales and marketing relationship has to be tighter than ever for your brand to succeed, especially in small business. You've heard a lot about sales and marketing partnering together, but what's the most successful way? Join us to hear about the Small Business Sales and Marketing love story at Salesforce. Mike Wolff, SVP Small Business Sales, and Adrian ...

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When Sales Meets Marketing: a Love Story - Salesforce Live

“Our customers love how it feels when they _____ our product or service, because _____.”
Your competitive advantage is what your customers believe, not what you make in the factory.” — Bernadette Jiwa, Marketing: A Love Story: How to Matter to Your Customers

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**Marketing Quotes by
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Edit Story | Sep 21, ...

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