



Difference The one-page method for reimagining your business and reinventing your marketing

By Bernadette Jiwa

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 110 pages. Dimensions: 8.0in. x 5.2in. x 0.6in. This book is a generous work of genius. The Difference Map is now an essential component for anyone who is serious about doing work that matters, and Bernadette Jiwa is the bright new star to lead us there. SETH GODIN MARKETING IS NOT A DEPARTMENT IT'S THE STORY OF HOW YOU CREATE DIFFERENCE FOR YOUR CUSTOMERS. We spent 500 billion globally on advertising in 2013. Every year we're spending more money, to interrupt more people, more often, with messages they don't care about and don't pay attention to. We've come to believe that the way to succeed is to have an advantage by being different or better, more visible, or just plain louder. What if, instead of finding ways to be one step ahead of your competition, you could build and market your business to give people a reason to choose you? What if you could completely reinvent a category or experience? What if you could stop trying to beat the competition, and become the competition? Difference lifts the lid on how brands like Airbnb, Uber, and Apple have succeeded...



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