



# **All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World [ALL MARKETERS ARE LIARS] [Hardcover]**

*Seth (Author) Godin*

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**All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World [ALL MARKETERS ARE LIARS] [Hardcover]** Seth"(Author) Godin

Presents an analysis of current marketing trends, maintaining that the marketing campaigns that succeed are those that cater to the inclination of consumers to believe the best story, irrespective of the facts.

**Title:** All Marketers Are Liars

**Author:** Godin, Seth

**Publisher:** Penguin Group USA

**Publication Date:** 2009/11/12

**Number of Pages:** 220

**Binding Type:** HARDCOVER

**Library of Congress:** 2009035329

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