

## All Marketers Are Liars Subbooy

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All Marketers are Liars by Seth Godin: 9781591845331 ...

After all, you ' re residing this. So, go tell a story. If it doesn ' t resonate, tell a different one. When you find a story that works, live that story, make it true, authentic and subject to scrutiny. All marketers are storytellers, only the losers are liars. Published today at Amazon and bn.

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All Marketers Are Liars Summary - Four Minute Books

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