



Difference: The One-Page Method for Reimagining Your Business and Reinventing Your Marketing

By Bernadette Jiwa

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 140 x 127 mm. Language: English . Brand New. 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...

[DOWNLOAD](#)



 [READ ONLINE](#)
[6.11 MB]

Reviews

This created pdf is fantastic. Indeed, it can be perform, nonetheless an interesting and amazing literature. Its been developed in an remarkably straightforward way and is particularly simply following i finished reading this publication by which in fact altered me, alter the way i really believe.

-- Amanda Hand Jr.

A must buy book if you need to adding benefit. Of course, it is actually perform, still an interesting and amazing literature. I am delighted to explain how this is basically the best book i actually have read through during my individual life and may be he best book for at any time.

-- Jarod Bartoletti

Related eBooks



[The Mystery of God's Evidence They Don't Want You to Know of \(Paperback\)](#)

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****. Save children's lives learn the discovery of God Can we discover God? What does science prove? Why we were never...



[Hope for Autism: 10 Practical Solutions to Everyday Challenges \(Paperback\)](#)

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Hope for Autism: 10 Practical Solutions to Everyday Challenges, provides answers to the many questions...



[Electronic Dreams: How 1980s Britain Learned to Love the Computer](#)

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. Remember the ZX Spectrum? Ever have a go at programming with its stretchy rubber keys? Did you marvel at the immense...



[See You Later Procrastinator: Get it Done \(Paperback\)](#)

Free Spirit Publishing Inc., U.S., United States, 2009. Paperback. Book Condition: New. 175 x 127 mm. Language: English . Brand New Book. Kids today are notorious for putting things off—it's easy for homework and chores to take a backseat to playing video...



[Courageous Canine!: And More True Stories of Amazing Animal Heroes \(Paperback\)](#)

National Geographic Kids, United Kingdom, 2013. Paperback. Book Condition: New. 190 x 127 mm. Language: English . Brand New Book. National Geographic Kids Chapter books pick up where the best-selling National Geographic Readers series leaves off, offering young animal lovers who are...



[400+ Funny Jokes: Funny Jokes for Kids \(Paperback\)](#)

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. 400+ Funny Jokes for Kids! Are you looking for a fun book to keep the kids entertained and happy? This funny...