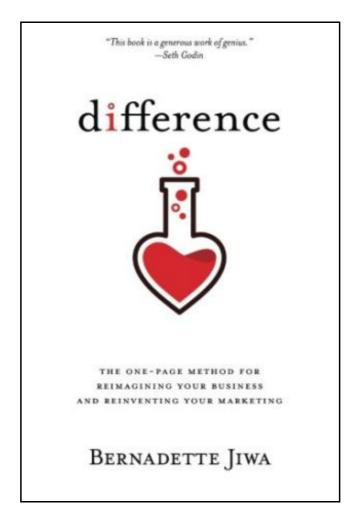
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Reviews

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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 DEPARTMENTITS THE STORY OF HOW YOU CREATE DIFFERENCE FOR YOUR CUSTOMERS. We spent 500 billion globally on advertising in 2013. Every year were spending more money, to interrupt more people, more often, with messages they dont care about and dont pay attention to. Weve come to believe that the way to succeed is to have an advantageby 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 by creating difference and gives you a new one-page method for reimagining your business and reinventing your marketing. It helps you to recognise opportunities that create value, to develop products and services that people want, and to matter to your customers. ADVANCE PRAISE FOR DIFFERENCE An inspiring read and a truly powerful tool. Bernadette is a rare find - she doesnt just know what shes talking about, shes not afraid to stand for why it matters. What better way to describe the challenge we all face in trying to make real connections in todays world JONATHAN RAYMOND EMYTH, CHIEF BRAND...

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