

(Free and download) Tell The Truth: Honesty Is Your Most Powerful Marketing Tool

## Tell The Truth: Honesty Is Your Most Powerful Marketing Tool

Sue Unerman, Jonathan Salem Baskin

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*"Truth is a tricky issue to discuss, but Unerman and Baskin do a great job in explaining how to be truthful and yet create effective advertising messages."*  
— AL RICE, coauthor, *War in the Boardroom*

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**Sue Unerman, Jonathan Salem Baskin : Tell The Truth: Honesty Is Your Most Powerful Marketing Tool** before purchasing it in order to gage whether or not it would be worth my time, and all praised Tell The Truth: Honesty Is Your Most Powerful Marketing Tool:

1 of 1 people found the following review helpful. history, sociology, common sense, A++++++By Neal KarlenWith talk of branding, establishing a proper advertising platform, and the demands of our ever shortening attention plans, nothing seems more likely to have undergone a revolution in the last 15 years than the sometimes not so gentle art of persuasion in the marketplace. Unerman and Baskin make a notable case that what worked thousands of years ago-- honesty--is what will work now in the increasingly freewheeling world of advertising, where truth seems like the first

thing to go in the need to sell a product. Unerman, an advertising executive, and Baskin, a well known consultant and author of an influential column in Advertising Age bring hope, pleasure, and a damn good read to a topic that could have been depressing. Thanks folks! 1 of 1 people found the following review helpful. And the Truth Shall Set You Free...By Peter Johnson  
The most successful brands work hard to understand and articulate the simple, human truth behind how they serve their customers. In his book Jonathan Salem Baskin provides businesses of all sizes and markets how to harness the truth about who they are as a company. This is a great read and a must for every brand manager out there. You have to tell the truth! 1 of 1 people found the following review helpful. Great Book on How Today's Marketers Should BehaveBy Michael Mozill  
Jonathan Salem Baskin is a great writer who has uncovered a seeming obvious concept missing from many of today's business and marketing practices.

Truth is a powerful marketing tool—and really the only way to promote a message and brand effectively. Truth in advertising has long been something to ignore, or at least downplay. The role of advertising has been to position and manipulate brands to convince consumers that they're imbued with qualities they don't necessarily possess, or presume to tell them which ones matter. It worked when the brand's voice was the only voice, but with the rise of social media that era is over. Marketers have focused their messages on entertainment, creating funny or engaging campaigns that win awards but don't always sell products. Consumers determine what's true, and smart companies have realized that every communications medium can and will be used to contribute to those conclusions. In Tell the Truth, Jonathan Baskin and Sue Unerman look at the content and context of marketing communications. They provide the research of hundreds of companies and in-depth case studies on more than 50 global brands to show us that truthful brands deliver sales, profits, and sustainable relationships. Truth truly yields true competitive advantage.