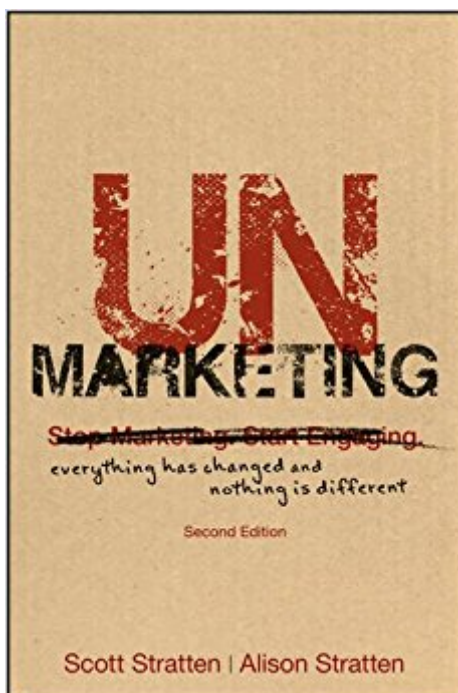


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# UnMarketing: Everything Has Changed And Nothing Is Different



## Synopsis

UnMarket to build trust and make lifelong customers! In 2009, Scott Stratten and Alison Stratten wrote the bestselling *UnMarketing: Stop Marketing, Start Engaging* and began a journey that would take them around the world sharing their message of engagement with corporations, entrepreneurs, and students. They are now back with this second edition, because Everything has Changed and Nothing is Different, with all the brilliance of the first edition, plus new content and commentary to reflect the rapidly changing landscape we all live, buy, and work in today. For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves? *UnMarketing* shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard-especially online. With *UnMarketing*, you'll create a relationship with your customers, and make yourself the logical choice for their needs. We know you've been told to act like other people, talk like other people, and market like all the people, but it is time for you to unlearn everything and start to UnMarket yourself. *UnMarketing* includes the latest information on: Idea Creation, Viral Marketing and Video, Marketing to Millennials, Authenticity, Transparency and Immediacy, Ethics and Affiliates, Social Media Platforming, UnPodcasting, Word of Mouth, Customer Service, Consumer Advocacy and Leadership. With examples of what to do, and what not to do, from small business right up to worldwide corporations in areas such as real estate, travel, service, retail, and B2B.

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## Customer Reviews

UnMarket to build trust and make lifelong customers! In 2009, Scott Stratten and Alison Stratten wrote the bestselling UnMarketing: Stop Marketing, Start Engaging and began a journey that would take them around the world sharing their message of engagement with corporations, entrepreneurs, and students. They are now back with this second edition, because Everything has Changed and Nothing is Different, with all the brilliance of the first edition, plus new content and commentary to reflect the rapidly changing landscape we all live, buy, and work in today. For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves? UnMarketing shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard-especially online. With UnMarketing, you'll create a relationship with your customers, and make yourself the logical choice for their needs. We know you've been told to act like other people, talk like other people, and market like all the people, but it is time for you to unlearn everything and start to UnMarket yourself. UnMarketing includes the latest information on: Idea Creation, Viral Marketing and Video, Marketing to Millennials, Authenticity, Transparency and Immediacy, Ethics and Affiliates, Social Media Platforming, UnPodcasting, Word of Mouth, Customer Service, Consumer Advocacy and Leadership. With examples of what to do, and what not to do, from small business right up to worldwide corporations in areas such as real estate, travel, service, retail, and B2B.

SCOTT STRATTEN and ALISON STRATTEN are cohosts of not only The UnPodcast, but five children, two dogs, and two cats. The original UnMarketing was the first of four bestselling books they've written together, which contain their thoughts on the changing world of business through their experiences of entrepreneurship, two degrees (Alison), not lasting long as an employee (both), and screaming at audiences around the world (Scott, Alison is more restrained). They were put on this earth to remind the world that not all Canadians are passively polite. Businesses like PepsiCo, Saks Fifth Avenue, IBM, Cirque du Soleil, Microsoft, and others have been brave enough to want their advice, to the point that Scott has been named one of the Top 5

Social Media Influencers in the world by Forbes.com. They now spend their time keynoting around the world and realize they rank 10th and 11th in order of importance in their home.

Scott and Alison did it again. They made me question my habits, especially on social media. Although I also bought the original version of Unmarketing, it was definitely valuable to get the new edition. Pros:- They have the best footnotes ever. Gasp. They actually make you laugh.- They use lots of examples so you can see other people puking up terrible ads (and then ask yourself if you've been a jackhole like that)- It's all about being human - that you're always marketing, even when you're commenting on Aunt Sally's vacation photo. It reminds me of how I tell people they're always interviewing at work. It's the concept that you're always creating the experience of who you are to the rest of the world. Cons:- Yes, if you already bought the book in 2009, you need to buy it again. Get over that. It's pocket change. And you don't really need a Foursquare strategy right now, do you?- It's almost 300 pages, so you might get scared. It's okay, they make it fun. Or maybe that's just my issue. Long books scare me. Okay, yes, it is my personal issue.- They will call you on behaviors that make you look in the mirror. Yes I have a Pinterest account and I don't really use it much. Yet I have a "social media presence" there that is linked from my website. They tell you that's a bonehead move because you're not present for the conversation and the community there.

I enjoy this! I'm only partway through, but this is a great resource. Funny and inspiring, I'm making a note of things that work and things I should run from -- FAST! The author is accessible on social media, and he and his wife have a terrific weekly podcast (The Unpodcast - I'm one of the loyal 6 listeners he talks about). Keep up the good work. I'm looking forward to this upcoming revised work.

Used to work at a speaker bureau and had the honor of meeting Scott and his wife in person - both totally amazing people and SERIOUSLY know what they're talking about. Best marketing book I've read, definitely would recommend to everyone and anyone.

I could not put this book down. I order a lot of books for work and never can get through them due to boredom or feeling like I can't really connect with what the author is saying. If you're looking for a breath of fresh air for marketing books + beyond, this is the one. I also went ahead and ordered UnSelling and subscribed to their podcast because I thought their content and messages were so good. I believe they've got another book coming out, so I'll be on the look out for that. Thanks for existing, guys.

Very quick and easy read with actionable suggestions related to modern networking and relationship or community building. Wolf have liked some bullet lists here and there to highlight this actions but otherwise a helpful book.

This is by far one of my favorite books - I may not be able to Tweet as much as he did, but the point was well made for mixing up your marketing and reaching your customers the way they want --- no need to be reached...Great Read!

This book has lot of useful information . Great ideas but need to be more disruptive . As the title suggests suggested that . Some chapters dwell on and on for an idea . But after all it is great book .

Really interesting take on marketing. It demonstrates that relationships can be built through social media sites that later turn to profitable business ventures. If you want to learn some unique marketing tips and more about social media marketing (Twitter in particular), give this book a read!

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