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The Power Of Telling Authentic Stories In A Low-Trust World The biggest lie that master marketer Seth Godin tells in All Marketers Are Liars is the name of his book.

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All Marketers Are Liars: The Power of Telling Authentic Stories in a Low Trust World (2005) is the seventh published book by Seth Godin, and the third in a series of

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Jul 15, 2007 Seth Godin is the author of six bestsellers, including Permission Marketing, an Amazon Top 100 bestseller for a year and a Fortune Best Business Book. His

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