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# Meaningful: The Story Of Ideas That Fly



## Synopsis

"The most important book for your boss to read this year. Buy it, share it, make it real." • "SETH GODIN"Empathy, relevance, and affinity"three great concepts to help you make a dent in the universe. Jiwa explains a whole new way to innovate and change the world." • "GUY KAWASAKI"As marketers our future value and success relies on using our customers as our compass. Through inspiring case studies, learn about the Innovation Trifecta and how affinity that is earned, rather than attention that is bought can power your business growth. Bernadette digs deep to explain why brands that give a damn make a difference and win in terms of profits, people and the planet." • "LEE TONITTO"CEO, AUSTRALIAN MARKETING INSTITUTE"œThis book and the Story Strategy Blueprint are invaluable for anyone who wants to disrupt their industry and to know and genuinely matter to their customers.Bernadette's unique views and teachings will give you the most important, empathetic tools to know the consumer and be a successful.

• "ANTONIO ZEA, Global Director, Football Footwear, UNDER ARMOUR"A must read for any entrepreneur or marketer. It's full of lots of "aha" moments with a concrete tool that you can implement immediately. This book should be added to every marketer's toolkit!" • "DIANE DIAZ, Instructor Digital Storytelling & Branding, FULL SAIL UNIVERSITYListed as one of Inc Magazine's Top Business Books of 2015.Our new digital landscape has spawned an entrepreneurial culture and the belief that anyone with a laptop and an Internet connection has the power to change the world"to create an idea that flies. But for every groundbreaking business that started this way, a thousand others have stalled or failed. Why? What's the secret to success? What do Khan Academy, the GoPro camera, the Dyson vacuum cleaner and Kickstarter have in common? After years of consulting with hundreds of innovators, creatives, entrepreneurs and business leaders to help them tell the stories of their ideas, I have discovered something: every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who wants to do something"and can't. We don't change the world by starting with our brilliant ideas, our dreams; we change the world by helping others to live their dreams. The story of ideas that fly is the story of the people who embrace them, love them, adopt them, care about them and share them. Successful ideas are the ones that become meaningful to others"helping them to see what's possible for them.Our ideas fly when we show others their wings.

## Book Information

File Size: 5462 KB

Print Length: 176 pages

Simultaneous Device Usage: Unlimited

Publisher: Perceptive Press (October 8, 2015)

Publication Date: October 8, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B016CUPB5K

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #47,271 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #8 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Research #37 in Books > Business & Money > Marketing & Sales > Marketing > Research #239 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business

## Customer Reviews

I first learned about Bernadette Jiwa's work from Seth Godin. He referenced her TedX Perth speech in a blog post a few years ago when she spoke about The Secret to Spreading Ideas. I have been captivated by her writing and ideas since that first encounter. Bernadette's new book, Meaningful, The Story of Ideas that Fly continues the themes and insights about marketing. The book provides a helpful frame of reference for understanding how and where marketing fits into a brand's journey and the customer's needs. When we start with an empathic and compassionate view of those we want to serve, the product path becomes clearer. Marketing is not something we do to a product or service. Marketing starts by having a deep understanding of a customer's story and then trying to find how you can help support them in their quest for a solution. Waiting endlessly for a cab to show up was a common problem. Worrying about paying for the cab. Concern that the cab won't be clean. But it took Uber to recognize that if they could tell you where the car was and when it would arrive, make paying easy ---it might help you manage the uncertainty and solve a problem seamlessly. Every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who want to do something, and can't. We don't change the world by starting with our brilliant ideas, our dreams: we change the world by helping others live their dreams. • B.Jiwa Meaningful has many

examples of businesses that started by understanding a problem before they created a product or service. You can learn about Shoes of Prey, Appbot, Black Milk Clothing, Canva, Flow Hive, Go Pro, Little Flowers, Khan Academy, Harryâ™s and Nike Flyease.

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