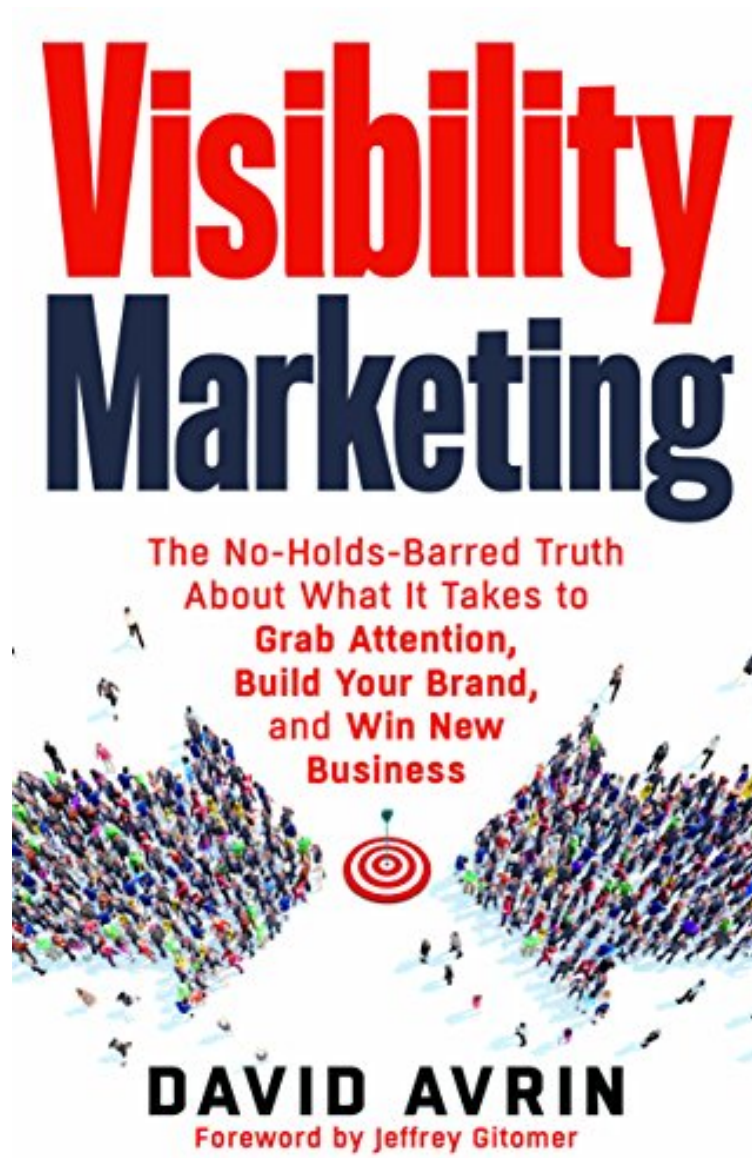


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## Visibility Marketing

*David Avrin, Jeffrey Gitomer*

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**David Avrin, Jeffrey Gitomer : Visibility Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Visibility Marketing:

2 of 2 people found the following review helpful. Visibility Marketing is a Must Read for Every Business LeaderBy Bullseye CapitalVisibility Marketing is a book that belongs on the nightstand of every business person ndash; and it should be at the top of the reading pile.I found myself taking notes, not on specific tactics or approaches, but on attitudes and philosophies that we all need to review in our businesses to integrate for our long-term successes. At my

company's upcoming board meeting, this book will be on the agenda. The concepts the author presents need to be reviewed and considered by all of the members of our board as well as by the shareholders of our company and others who contribute to our success. There is a certain reality check built into this material, presented in a witty way with a hint of sarcasm through a series of rhetorical questions (along with some serious, penetrating and difficult questions too). Many of my long-held and obviously old views have been challenged for the better. By challenging long-held beliefs, I am certain new breakthroughs will emerge, and new attitudes will evolve. The premise of the book is that if all businesses are better than they used to be, and if most businesses are leaner and meaner than they used to be, and if all businesses have access to instantaneous feedback from our stakeholders, then the best of us are only going to "be" by thinking out of the box and by following the lead of people who really know where the holes are. A business advisor such as David who is regularly inside dozens if not hundreds of companies worldwide, puts him in a unique position to share his first-hand experience which is very enlightening. Visibility marketing is an easy read, but the content is so deep and so thought-provoking that it will take more than one read to absorb its ideas. Given the giant social media microphone that every consumer has, the ideas that David puts forward are not only more relevant than ever but they are imperative for every business leader to embrace. I'm about to start it again for the second time with pen and paper in hand.

1 of 1 people found the following review helpful. An enjoyable read packed with ideas and strategies you will absolutely want to put into practice to grow your business!

By Eric Chester I've read the glut of marketing books and found most to be rehashed old concepts dressed up to sell like new ideas. Not so with Avrin's new book. Visibility Marketing goes beyond the tried-and-true branding and marketing concepts of yesterday to share new ideas and strategies for getting noticed and separating yourself from the pack. Avrin forces the reader to ask themselves the hard questions such as 'what truly differentiates you from your competitors?' and 'What can you say about your brand/service/product that is not only indisputable, but that none of your competitors can say about their brand/service/product?' He then shows you how to leverage your answers into a cost-effective risk-adverse marketing strategy that will work for you whether you have the resources of an Apple or GM or the budget of a cash poor start-up. Visibility Marketing is a fun read with great stories and analogies that will have you rethinking how you reach your customer in a unique and compelling way. If you're in business, this book must be in your library!

2 of 2 people found the following review helpful. As David says, "To be found - BE Interesting!" His secrets in this book.

By Jason Hewlett David has transformed the way I do marketing online and in my speaking. With his help and strategies, also watching how he does it, I have gained followers, earned more money, and raised my brand awareness significantly. He helped me with this through coaching and thousands of dollars spent in coaching. And now, oh my goodness, it's here - in this very book! I've read it through, it has deepened my knowledge of my direction and path I ought to begin focusing on more, and I consider this the How-To in becoming more visible. Highly recommend you get this and NOW.

The landscape is littered with the corpses of great products and strong companies that died because of crappy marketing. Why do so many companies fail so miserably? Why do high-priced ad agencies and marketing firms keep spitting out stupid campaigns? Too many in business have failed to recognize the shift that has happened right under their noses. It's not so much that people have changed; it's that the business landscape has changed—dramatically. For the first time in human history, we have no unmet needs. Every problem has a solution, and many companies now find themselves creating solutions that appear to be looking for a problem. In his provocative and enlightening new book, Visibility Marketing, David Avrin shows what marketing approaches work, which don't, and why. You will learn how to uncover your true competitive advantages and a process to craft messages and tactics that achieve tangible results. A remarkably accessible, relatable, thought-provoking reference book, Visibility Marketing speaks directly to business owners, entrepreneurs, marketing managers, and sales professionals. With wisdom gleaned from hundreds of presentations and workshops and conversations with tens of thousands of company leaders, Visibility Marketing will forever change how businesses and professionals look at the competitive landscape and how they promote themselves.