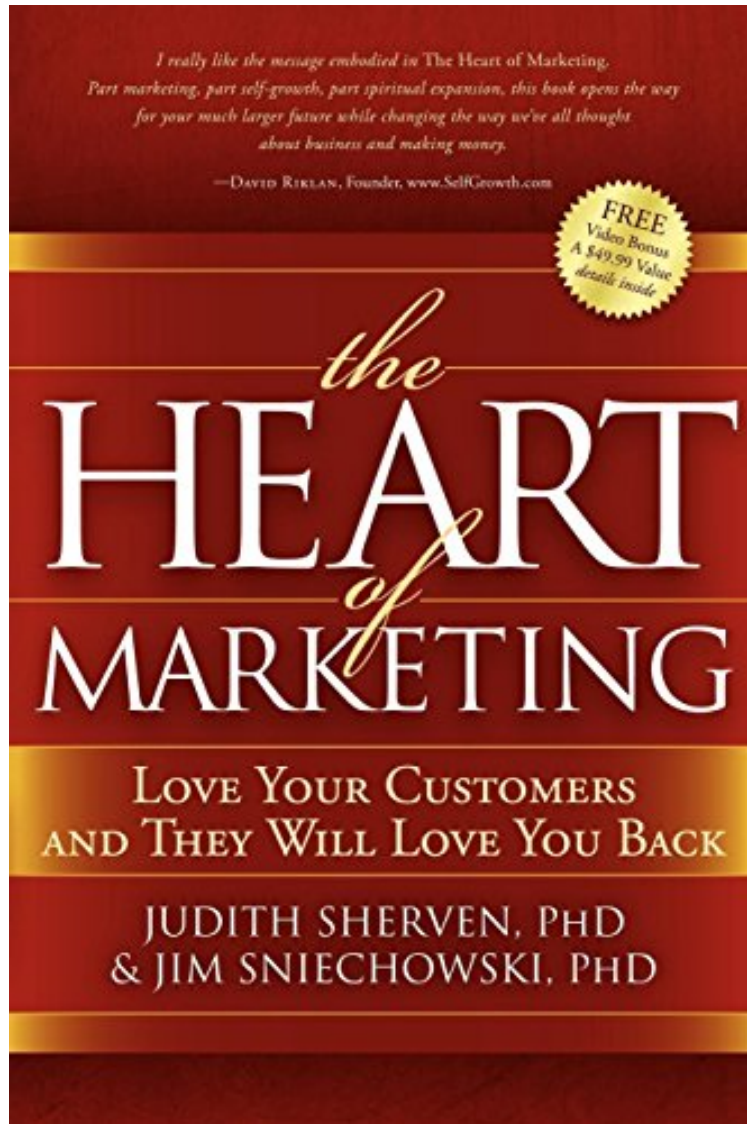


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The Heart of Marketing: Love Your Customers and They Will Love You Back

Judith Sherven

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Judith Sherven : The Heart of Marketing: Love Your Customers and They Will Love You Back before purchasing it in order to gage whether or not it would be worth my time, and all praised The Heart of Marketing: Love Your Customers and They Will Love You Back:

This book is about marketing. But more important, this is a book about you, the soft sell marketer--your desire, as a

service provider or care-giver, to market and sell your products and services online or off without compromising your personal or professional values. In short, it's about putting your heart into marketing. This book: Validates the power of heart-to-heart connections that lead to emotional authenticity and marketing believability, taking sales beyond mere commercial transactions into long-term customer relationships; presents the principle that Selling Is Spiritual Service, healing the split soft sell marketers often feel between spirituality and sales; sheds light on the internal aspects of marketing beginning with integrity and ending with a balance between commerce and conscience; and will open and inspire your soft sell imagination, setting the foundation for you to understand and profit from the practice of soft sell marketing.