

# **Marketing: A Love Story: How To Matter To Your Customers By Bernadette Jiwa**

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of how you create difference for your customers. Bernadette Jiwa is the author of two #1 Amazon Bestsellers on marketing, *Make Your Idea Matter* and

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Together we're going to give your customers a reason to care and a story to Marketing: A Love Story, I m Bernadette Jiwa and I m here to show you how to

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Inbound Marketing: A Love Story. By Jon DiPietro on September 1, 2013 in Inbound Marketing Inquirer, Inbound Marketing Strategy. People who know me understand that I

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