



Difference: The one-page method for reimagining your business and reinventing your marketing

Bernadette Jiwa

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"This book is a generous work of genius. The Difference Map is now an essential component for anyone who is serious about doing work that matters, and Bernadette Jiwa is the bright new star to lead us there."

—SETH GODIN

MARKETING IS NOT A DEPARTMENT IT'S THE STORY OF HOW YOU CREATE DIFFERENCE FOR YOUR CUSTOMERS.

We spent \$500 billion globally on advertising in 2013. Every year we're spending more money, to interrupt more people, more often, with messages they don't care about and don't pay attention to. We've come to believe that the way to succeed is to have an advantage—by being different or better, more visible, or just plain louder.

What if, instead of finding ways to be one step ahead of your competition, you could build and market your business to give people a reason to choose you? What if you could completely reinvent a category or experience? What if you could stop trying to beat the competition, and become the competition?

Difference lifts the lid on how brands like Airbnb, Uber and Apple have succeeded by creating difference and gives you a new one-page method for reimagining your business and reinventing your marketing. It helps you to recognise opportunities that create value, to develop products and services that people want, and to matter to your customers.

ADVANCE PRAISE FOR 'DIFFERENCE'

An inspiring read and a truly powerful tool. Bernadette is a rare find - she doesn't just know what she's talking about, she's not afraid to stand for why it matters. What better way to describe the challenge we all face in trying to make real connections in today's world?"

—JONATHAN RAYMOND

EMYTH, CHIEF BRAND OFFICER

"Have you wondered about that 'certain something' that makes an extraordinary business? Bernadette's stylish little book is that 'certain something' explained."

—MARK SCHAEFER

AUTHOR OF RETURN ON INFLUENCE

Bernadette Jiwa is a hidden gem—'Difference' is a modern day anthology of how to distinguish and celebrate your uniqueness in the marketplace. Her imaginative one-page thinking tool will not only ignite your creativity; more importantly, it will uncover the soul of your business.

—MOE ABDOU

CEO, 33 VOICES

Bernadette is the Banksy of the marketing world.

—MERRYN PADGETT

FOUNDER, EARTH & SEA CREATIVE

Difference: The one-page method for reimagining your business and reinventing your marketing Details

Date : Published February 3rd 2014 by The Story Of Telling Press

ISBN :

Author : Bernadette Jiwa

Format : Kindle Edition 110 pages

Genre : Business, Nonfiction, Entrepreneurship, Self Help



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Andrea James says

I wanted to give this book a great rating because the author seemed likable. In fact, I probably would have given the book 2 stars if I didn't think she came across so well because the irony was that I didn't think the content of the book was terribly different to a lot of what I've been reading recently. And even after taking into consideration that there is a natural overlap of ideas in what we read, I still felt that as the book was championing offering a difference, it didn't quite do that enough.

Having said that, if you are unfamiliar with the premises of this book, then it's actually very readable and gets its point across fairly concisely. And there is even an alternative/supplement to the business generation model map: <http://difference.is/difference-map/> that you can use.

It's an incredibly short book so it's worth the small slice of time it takes to read it.

Sonja says

It's a bit of a company laundry list, but there are gems within it.

Sue Cartwright says

This is a wonderful book about marketing. It will help you to make a difference.

Not in the usual way of developing and launching an idea and taking it to market, but in the more considered way of understanding the truth about what people want, and how they might benefit from your idea so that you can launch your product to THEM.

That's the difference.

You will learn this in the first few pages - the fact that being different is the juxtaposition of 'opportunity' and 'action' with the added value of adding your own unique 'truth' to the equation.

Bernadette has a gift for creating simple models that clearly explain compelling marketing concepts. Her 'Difference Model' is a wonderful example of this, supported by a narrative that reveals how the art of marketing has been lost, how the bell curve is melting, and how we need to start understanding what our customers really want so that we can recognise opportunities and bring relevant ideas to market - things that need to exist in the world.

It's a joy to work through the practical exercise of creating your 'Difference Map' and there are lots of examples to demonstrate how this works. It will help you to align your values to your products and the

customers you want to delight.

An invaluable compass for your marketing journey in years to come.

[First read in March 2016]

Anna Gunn says

A short - to the point practical book that helps you brainstorm your difference. A reference book for the shelves.. not to be underestimated.

Marie Wintress says

Fantastic book! I underlined so much, and I now carry it around with me and constantly ponder her suggestions.

Noam says

How do you make a difference in a world with at least 100 competitors by your side?

The best answer always calls the most difficult challenge: Transforming yourself, your listening and your story will attract exactly who you want to interact with- and will repay you with long lasting connections and opportunities.

An excellent practical guide that will teach you to focus on what matters, weigh your choices correctly, and build your assets the right way.

Valentin Cristea says

You can easily read it in a day and probably best to skip directly to the last part. The book explains a model for creating difference (kinda like a canvas / map) It's quite high level marketing/product management. Many steve jobs / apple examples so... :)

Raymond D Smith says

Helped Adjust My Thinking

As I read this book I compared it to how I make decisions about products and services. The book aligned almost perfectly with how I make decisions. The problem is that is not how I approach marketing for products and services for my company. Great, fast read.

Spiritisabone It Is says

rubbish

Dipanshu Sharma says

same old same old.. not worth the time.

Staci Elizondo says

I have been working diligently on my marketing (even taking courses) for 3 months now. This book is incredible. Exactly what I needed to read!! It's all about connecting with my clients and truly caring about them.

Emily says

Quick read, useful template to add to a strategists bag of tricks.

Spend 45 minutes reading and try it out yourself. The examples she gives should help, even when working with slightly less disruptive brands.

Matthew says

Although this wasn't the best book I've ever read on marketing, it did have some great insights in its pages, and left me with more than a few things to think about. Here are some things I'm still chewing on...

"Creating difference...is about seeing things in a whole new light. It's about re-imagining what the problem or need might be, and then deciding that you will do whatever it takes to be the one to solve this problem for people"

"It isn't the person with the best idea who wins; it's the person who has the greatest understanding of what really matters to people"

"People don't want to be sold on the reason you think your brand is better or best. They don't want something different. They want something that creates a difference."

"Shouting 'notice us' just doesn't cut it anymore"

"...people don't fall in love with ideas at all. They fall in love with how those ideas, products, services, and

places make them feel"

"Noticing what people do is often more valuable to us than listening to what they say they think"

"There is nothing more important to any business today than understanding the worldview of its customers and the reality they live with"

"A good speaker leaves us with food for thought. A great speaker leaves his heart on the podium"

Ahmad Moshrif says

Short and full of inspiration.

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H. S. Palladino says

Great book, loved all the to the point actions. Will definitely let it sink and read it again.
