

mini book with maxi
marketing inspiration

***"Sell the problem you solve.
Not the product."***

de Marketeer

www.demarketeer.be

Quotes of old masters and young wolves.
About marketing, communication,
business and life itself.

Be inspired.

Bart Spiessens

*"Good marketing
makes the company look smart.
Great marketing
makes the customer feel smart."*

Joe Chernov

*"The best way
to predict the future
is to create it."*

Peter Drucker

*"Marketing takes a day to learn
and a lifetime to master."*

Philip Kotler

*"The best marketing
doesn't feel like marketing."*

Tom Fishburne

*"I've learned that people
will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel."*

Maya Angelou

*"A brand is no longer
what we tell the consumer it is.
It is what consumers
tell each other it is."*

Scott Cook

*"If you do
what you've always done,
you'll get
what you've always gotten."*

Tony Robbins

*"Think big
and don't listen to people
who tell you it can't be done.
Life's too short
to think small."*

Tim Ferriss

*"It's quite fun
to do the impossible."*

Walt Disney

*"Martin Luther King did not say:
I have a mission statement."*

Simon Sinek

***“Marketing is too important
to be left to
the marketing department.”***

David Packard

***“Business has only two functions:
marketing and innovation.”***

Milan Kundera

*"Marketing is no longer about
the stuff that you make,
but about the stories you tell."*

Seth Godin

*"There is nothing more valuable
than a spotless reputation."*

William Shakespeare

*"If you don't like
what's being said,
change the conversation."*

Don Draper

*"Content marketing is really like
a first date.
If all you do is talk about yourself,
there won't be a second date."*

David Beebe

*"Here's my whole marketing idea:
treat people the way
you want to be treated."*

Garth Brooks

*"Advertising brings in customers,
but word-of-mouth brings in
the best customers."*

Jonah Berger

*"Nobody counts
the number of ads you run.
They just remember
the impression you make."*

Bill Bernbach

*"Simplicity is the
ultimate sophistication."*

Leonardo Da Vinci

*"Your brand is just a perception,
and perception will
match reality over time."*

Elon Musk

*"I never dreamed about success.
I worked for it."*

Estée Lauder

*"If I asked my customers
what they wanted,
they would have said
a faster horse."*

Henry Ford

*"There is no more B2B or B2C.
It's H2H: Human to Human."*

Bryan Kramer

*"It's failure that gives you
the proper perspective
on success."*

Ellen Degeneres

*"If you obey all the rules,
you miss all the fun."*

Katharine Hepburn

*"If everything seems
under control,
you're not going fast enough."*

Mario Andretti

*"Making the simple complicated
is commonplace.
Making the complicated simple,
that's creativity."*

Charles Mingus

*“Those who can’t change
their minds,
can’t change anything.”*

George Bernard Shaw

*“A mind is like a parachute.
If doesn’t work if it is not open.”*

Frank Zappa

*"When you talk,
you are only repeating
what you already know.
But when you listen,
you may learn something new."*

Dalai Lama

*"If dogs don't like your dog food,
the packaging doesn't matter."*

Stephen Denny

*"The hard part is
implementing the decision,
not making it."*

Guy Kawasaki

*"Your most unhappy customers
are your greatest source
of learning."*

Bill Gates

*"Design is not just what
it looks like and feels like.
Design is how it works."*

Steve Jobs

*"If people like you,
they'll listen to you,
but if they trust you,
they'll do business with you."*

Zig Ziglar

*"Life is what happens to you
while you're busy
making other plans."*

John Lennon

*"Business opportunities
are like buses,
there's always
another one coming."*

Richard Branson

*"Mass advertising can help
build brands,
but authenticity is
what makes them last."*

Howard Schultz

*"The only place where success
comes before work
is in the dictionary."*

Vidal Sassoon

*"Don't worry about people
stealing your design work.
Worry about the day they stop."*

Jeffrey Zeldman

*"Make every detail perfect
and limit the number of details
to perfect."*

Jack Dorsey

*"The most dangerous poison
is the feeling of achievement.
The antidote is to every evening
think what can be done
better tomorrow."*

Ingvar Kamrad

*"If you're not failing now and again,
it's a sign you're not doing
anything innovative."*

Woody Allen

*"We can't solve our problems
with the same thinking we used
when we created them."*

Albert Einstein

*"The secret of change is
to focus all of your energy
not on fighting the old,
but on building the new."*

Socrates

*"It always seems impossible
until it's done."*

Nelson Mandela

More inspiration:
www.demarketeer.be/boek

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