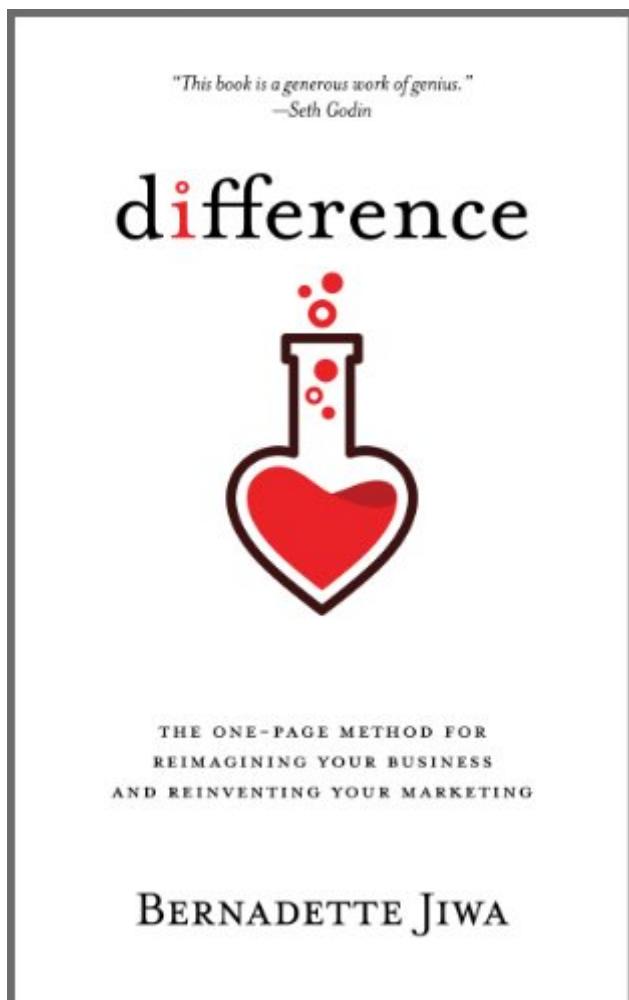


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# Difference: The One-page Method For Reimagining Your Business And Reinventing Your Marketing



## Synopsis

"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."â "SETH GODINMARKETING 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 advantageâ "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?"â "JONATHAN RAYMONDEMYTH, 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."â "MARK SCHAEFERAUTHOR OF RETURN ON INFLUENCEBernadette Jiwa is a hidden gemâ "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.â "MOE ABDOUCEO, 33 VOICES Bernadette is the Banksy of the marketing world.â "MERRYN PADGETTFOUNDER, EARTH & SEA CREATIVE

## Book Information

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## Customer Reviews

The Book: I personally felt the book was more orientated to 'create something with everyone in mind'. I believe this to be the main theme and we derive from understanding what is needed, understanding the people and consequently creating an idea. This is opposed to create an idea, simply try it out and test it. I do however believe that most amazing ideas start out that way - they start from someone having a problem somewhere and solve it on their own.<sup>1</sup>. You are introduced to some examples of a 'difference' thinker<sup>2</sup>. You are then given some stories (which aren't supported strongly I believe) and this gives Jiwa a pathway to demonstrate what she means. A great quote she mentions is: "What's working now is doing the exact opposite: figuring out what people want and finding ways to delight one person at a time, one person who is thrilled to talk about you to her friends, essentially turning the funnel on its head."<sup>3</sup>. You are given the difference model and how to use it<sup>4</sup>. Finally you are given the difference model of a few companies such as Airbnb and Moo. Some strong points:  
1. The overall theme is to step back, and look at what everyone wants and how you plan to deliver it to them in a way THEY want it. Or even look back and what your company/business is doing now.  
2. Build your brand one person at a time.  
3. "Creating difference is to make something that changes how people feel and makes them fall just a little more in love, not with what we sell but with themselves."  
4. Advertising interrupts our lives, and we decrease our 'value' by spending more on advertising - not on the product.

What to EXPECT:  
1. It's not a strongly supported book, that is - there's a framework but little depth and minimal exploration.  
2.

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