



# Authentic Marketing: How to Capture Hearts and Minds Through the Power of Purpose

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## DESCRIPTION

### Engage on a deeper level by disrupting the typical business development script

*Authentic Marketing* offers a forward-thinking approach to achieving an entirely new level of engagement with today's purpose-driven and skeptical audiences. The heart of this process involves finding the soul of your organization. When moral purpose becomes central to your organization, it can deliver benefits to both the bottom line and mankind: a profit meets purpose proposition.

This path requires a reinvention of today's dated business model, abolishing the inefficient, siloed approach of developing a business strategy first and then later creating separate strategies for marketing, HR, manufacturing, R&D, etc. The new integrated model fuses a tight integration of business, technology innovation and engagement strategies, all of which are bound together by a company's moral purpose.

When moral purpose is central to an organization's core, everything branches out from a place of authenticity. Rather than a siloed CSR effort, you develop employee and customer relationships based on real—not curated—connections with a brand's moral mission. You build true engagement, trust and evangelism. And, along the way, your customers will actually help to co-create your brand.

This book shows you how to transform your business by putting moral purpose to work for your stakeholders and the planet.

- Embrace a new model that integrates business, technology innovation, and engagement strategies with moral purpose as the glue that binds them together

- Learn the key steps to find your moral purpose

Discover how to engage audiences with a transparent, authentic marketing approach that forges powerful connections and builds trust. With a world of options at their fingertips, today's purpose-driven customers want a brand they can identify with and trust. *Authentic Marketing* shows you how to make your brand more human, more likeable, more genuine and guides you on how to connect with audiences on a moral level. This process will build a new level of engagement that will benefit both your long-term value and the world.

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## ABOUT THE AUTHOR

**LARRY WEBER** is a successful entrepreneur, thought leader, and author, who founded several global marketing companies. He is the founder, chairman, and CEO of Racepoint Global, an integrated marketing communications agency. He also founded Weber Shandwick, one of the world's leading global communications and marketing services firms; and the Massachusetts Innovation and Technology Exchange (MITX), the world's largest Internet marketing association.

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