

# Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing

By Carolyn Tate

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## Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing By Carolyn Tate

### In the modern economy, businesses must have heart


The marketing industry is broken. Consumers are tired of interruption, push, mass media and the manipulation of marketing and advertising generally. They want to deal with honest, ethical companies that have heart and purpose and that care about serving all their stakeholders instead of their pockets. Conscious Marketing proves that marketing can really work if the paradigm is shifted—radically. In *Conscious Marketing: How to Create an Awesome Business With a New Approach to Marketing*, author Carolyn Tate demonstrates just how beneficial this shift can be. By practising the four tenets of conscious marketing, companies can raise their brand's profile and attract customers for life. The book shows how building a business with a higher-purpose can lead to sustainability, profitability and industry leadership. Conscious marketing works for both multinational corporations and cash-strapped small business alike.

In the modern market, a business that does well and contributes to the elevation of humanity and the planet attracts the best customers, employees, suppliers and investors. These people evangelize, and the brand reach expands exponentially further and to a more loyal audience than traditional marketing will ever capture. This concept and other topics in the book include:

- What's wrong with marketing and why it doesn't work
- What "conscious" means to the consumer, business, leader and marketer
- The who, what, why and how of conscious marketing
- Navigating the shift from traditional to conscious practices

The book includes a three-part guide to crafting an actionable plan, including where to find help. Marketing doesn't have to be the budgetary dead weight it has become. It can be fun, human and inspiring for everyone involved, but change requires a deep shift in thinking and behaviour that goes way beyond the transaction or the sale. To stay relevant in the modern economy, businesses must show what's at their core, why they do what they do and why it matters.

*Conscious Marketing* is a comprehensive guide to fixing the problem, with a sustainable solution.

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### Editorial Review

From the Back Cover

*Conscious Marketing* teaches you how to bring a higher purpose to marketing your business that can benefit customers, employees, investors, suppliers and the community. Through innovative principles and in-depth case studies, this book shows you how to turn your business into a movement that people will want to join.

With over 20 years of experience in marketing and business, author Carolyn Tate presents a model that will show you how to:

- define your company's purpose as the central force for all your marketing activities
- build a community that is truly inspired to help you grow your business
- create compelling products and services that your customers will want to buy
- make your promotional activities less costly and more effective.

Drawing on the values of the 'slow' and 'conscious' business movements, *Conscious Marketing* will help you build a business that can grow your bottom line and serve the community.

About the Author

**CAROLYN TATE** is a speaker and educator and the founder of The Slow School of Business, a school dedicated to helping companies build purpose-driven and prosperous businesses that make the world a better place. Carolyn is also the author of *Small Business Big Brand*, *Marketing Your Small Business For Dummies* and *Unstuck in Provence*. Visit [slowschool.com.au](http://slowschool.com.au) or [carolyntate.co](http://carolyntate.co).

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**Walter Chacon:**

Nowadays reading books be than want or need but also turn into a life style. This reading habit give you lot of advantages. Advantages you got of course the knowledge the rest of the information inside the book that will improve your knowledge and information. The details you get based on what kind of publication you read, if you want have more knowledge just go with education and learning books but if you want really feel happy read one along with theme for entertaining for example comic or novel. The Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing is kind of e-book which is giving the reader unforeseen experience.

**Elizabeth Rodrigues:**

Playing with family in a park, coming to see the ocean world or hanging out with good friends is thing that usually you could have done when you have spare time, then why you don't try issue that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster

you already been ride on and with addition of information. Even you love Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing, you are able to enjoy both. It is good combination right, you still need to miss it? What kind of hangout type is it? Oh can occur its mind hangout men. What? Still don't obtain it, oh come on its called reading friends.

**Patricia Phipps:**

Reading a book to become new life style in this calendar year; every people loves to study a book. When you learn a book you can get a large amount of benefit. When you read textbooks, you can improve your knowledge, due to the fact book has a lot of information into it. The information that you will get depend on what forms of book that you have read. If you wish to get information about your examine, you can read education books, but if you want to entertain yourself read a fiction books, these us novel, comics, as well as soon. The Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing will give you new experience in looking at a book.

**David Yoon:**

Many people spending their moment by playing outside along with friends, fun activity having family or just watching TV all day long. You can have new activity to shell out your whole day by reading through a book. Ugh, you think reading a book can definitely hard because you have to use the book everywhere? It alright you can have the e-book, having everywhere you want in your Smartphone. Like Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing which is having the e-book version. So , try out this book? Let's notice.

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