

**IN OUR FACTORY,
WE MAKE LIPSTICK.
IN OUR ADVERTISING,
WE SELL HOPE.**

Peter Nivio Zarlenga

**THE BEST MARKETING
DOESN'T FEEL LIKE
MARKETING.**

Tom Fishburne

**SOCIAL MEDIA IS ABOUT
SOCIOLOGY AND PSYCHOLOGY
MORE THAN TECHNOLOGY.**

Brian Solis

**DON'T TELL ME
HOW GOOD YOU MAKE IT;
TELL ME HOW GOOD IT MAKES ME
WHEN I USE IT.**

Leo Burnett

**IT'S HARD TO TARGET A MESSAGE
TO A GENERIC 35-YEAR-OLD MIDDLE-CLASS
WORKING MOTHER OF TWO.
IT'S MUCH EASIER TO **TARGET A MESSAGE
TO JENNIFER**, WHO HAS TWO CHILDREN
UNDER FOUR, WORKS AS A PARALEGAL,
AND IS ALWAYS LOOKING FOR QUICK
BUT HEALTHY DINNERS AND WAYS
TO SPEND MORE TIME WITH HER KIDS
AND LESS TIME ON HOUSEWORK.**

Elizabeth Gardner

THE CONSUMER
IS NOT A MORON;
SHE IS YOUR WIFE.

David Ogilvy

**MARTIN LUTHER KING
DID NOT SAY 'I HAVE A
MISSION STATEMENT.'**

Simon Sinek

**CLIENTS DON'T CARE
ABOUT THE LABOR PAINS;
THEY WANT TO
SEE THE BABY.**

Tim Williams

**GOOD MARKETING MAKES
THE COMPANY LOOK SMART.
GREAT MARKETING MAKES
THE CUSTOMER FEEL SMART.**

Joe Chernov

**PEOPLE SPEND MONEY
WHEN AND WHERE
THEY FEEL GOOD.**

Walt Disney