



Summary : Youtility - Jay Baer: Why Smart Marketing is About Help Not Hype

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Complete summary of Jay Baer's book: "Youtility: Why Smart Marketing Is About Help Not Hype".

This summary of the ideas from Jay Baer's book "Youtility" explains that for a business or a company to stand out in today's information overloaded marketplace, there are only two ways to pull that off: be amazing or be useful. This summary highlights that "Youtility" is the art of providing customers with massive amounts of free and useful information so that when they need to buy something, they wouldn't dream of going to someone else.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Youtility" and discover the key to creating long-term trust between your company and your customers.

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