



The 7 Graces of Marketing: How to Heal Humanity and the Planet by Changing the Way We Sell

Lynn Serafinn

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'IS MARKETING MAKING US ILL?' That is the question marketer and coach Lynn Serafinn poses in this eye-opening, informative and inspiring read. A bold, holistic and often spiritual examination not merely of the world of advertising, but also of our entire world view, this book reveals how our relationships with Self, others, our businesses, our economy and the Earth impact every aspect of our lives. Addressing both the conscious and unconscious mechanics of marketing, Lynn shows the impact consumer culture has upon our health, our economy and the delicate ecological balance of our natural world. A book as much for the conscious consumer as the business owner, this book shows why traditional ways of selling are ultimately doomed to fail, and how both business owners and consumers can begin to heal the world by embracing a new paradigm Lynn calls 'The 7 Graces of Marketing.'

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