

# PDF | The Belief Economy: How to Give a Damn, Stop Selling, and Create Buy-In

by David Baldwin

THE  
HOW TO GIVE A DAMN,  
BELIEF  
STOP SELLING,  
ECONOMY  
AND CREATE BUY-IN  
—  
David Baldwin

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Old-school marketing is dead. It's not just about selling anymore. It's about giving a damn and taking a stand. To reach the next generation of customers, your brand must address their beliefs and ethical concerns. The Belief Economy lays the foundation you'll need to connect powerfully and passionately with this growing, socially committed audience.

Over the next four to six decades, Millennials and Gen Zers will control and influence more than a trillion dollars of our economy per year. The companies they patronize will be those with a strong stated mission and purpose. The Belief Economy can help you identify, develop, and sell the authentic core values that will transform your brand into a "belief-driven brand" and elevate it above the competition.

The age of capitalism with a conscience is now. Here is your essential guide to staying ahead of the curve and gaining the competitive edge—while making a profound and positive impact on our world.



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