



Purple Cow, New Edition: Transform Your Business by Being Remarkable

By Seth Godin

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Purple Cow, New Edition: Transform Your Business by Being Remarkable
By Seth Godin

The cult classic that revolutionized marketing by teaching businesses that you're either remarkable or invisible.

Few authors have had the kind of lasting impact and global reach that Seth Godin has had. In a series of now-classic books that have been translated into 36 languages and reached millions of readers around the world, he has taught generations of readers how to make remarkable products and spread powerful ideas.

In *Purple Cow*, first published in 2003 and revised and expanded in 2009, Godin launched a movement to make truly remarkable products that are worth marketing in the first place. Through stories about companies like Starbucks, JetBlue, Krispy Kreme, and Apple, coupled with his signature provocative style, he inspires readers to rethink what their marketing is really saying about their product. In a world that grows noisier by the day, Godin's challenge has never been more relevant to writers, marketers, advertisers, entrepreneurs, makers, product managers, and anyone else who has something to share with the world.

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Bibliography

- Sales Rank: #4719 in Books
- Published on: 2009-11-12
- Released on: 2009-11-12
- Original language: English
- Number of items: 1
- Dimensions: 7.38" h x .77" w x 5.31" l, .60 pounds
- Binding: Hardcover
- 224 pages

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Editorial Review

Review

“Seth Godin says that the key to success is to find a way to stand out—to be the purple cow in a field of monochrome Holsteins. Godin himself may be the best example of how this theory works: The marketing expert is a demigod on the Web, bestselling author, highly sought-after lecturer, successful entrepreneur, respected pundit, and high-profile blogger. He is uniquely respected for his understanding of the Internet, and his essays and opinions are widely read and quoted online and off.”—*Forbes.com*

“Seth Godin alters the way people think about marketing, change, and work.”—*Selling Power*

“I love this book! Part wake-up call, part action plan, *Purple Cow* shows organizations how to add distinction—and avoid extinction.”—Tom Kelley, author of *The Art of Innovation*

“Godin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketer...and also a clear-eyed visionary with strong and sensible ideas.”—*Miami Herald*

“Seth Godin may be the best intuitive marketer alive today. He’s in that tiny subset of the niche within the microcommunity of people who simply get it.”—Randall Rothenberg, columnist for *Advertising Age*

“Take Leo Burnett, David Ogilvy, Bill Bernbach, and Mark Twain. Combine their brains and shave their heads. What’s left? Seth Godin.”—Jay Levinson, author of *Guerilla Marketing*

About the Author

Seth Godin is the author of more than a dozen bestsellers that have changed the way people think about marketing, leadership, and change, including *Permission Marketing*, *Purple Cow*, *All Marketers Are Liars*, *Small is the New Big*, *The Dip*, *Tribes*, *Linchpin*, and *Poke the Box*. He is also the founder and CEO of Squidoo.com and a very popular lecturer. He writes one of the most influential business blogs in the world at sethgodin.com.

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Think outside the herd of normal cows: Promise more, deliver the unexpected, and, above all, be original. This encapsulates an energy-filled marketing and product development manifesto, in which intuitive marketer Seth Godin urges all of us to rethink, revamp, and reenergize our offering--product, service, or creative venture--with originality, verve, and fun. Zealous and even pleasantly overwrought, our reader/author guides us down the rabbit hole and through the looking glass to marketing nirvana, where we'd rather see a purple cow than be one. D.J.B. © AudioFile 2004, Portland, Maine-- Copyright © AudioFile, Portland, Maine

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