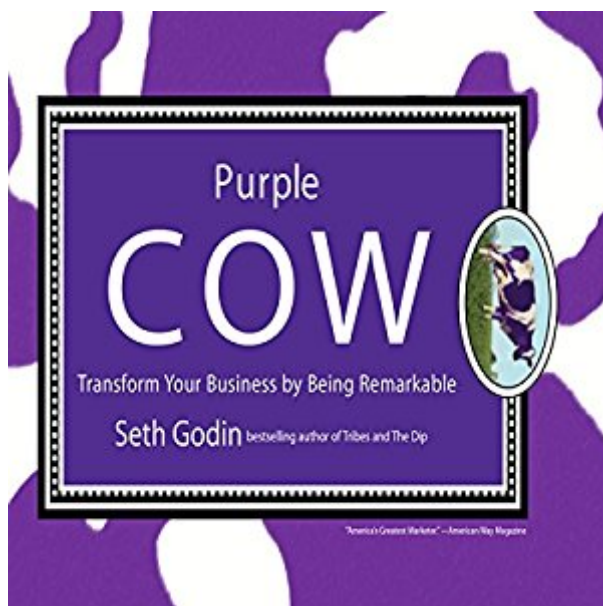


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# Purple Cow: Transform Your Business By Being Remarkable



## Synopsis

Full of marketing ideas, this is a book about what it takes to create and sell something remarkable. It is a manifesto for marketers who want to make a big difference to their company by helping create products and services that are worth marketing in the first place. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

I'm a fan of Seth Godin's direct, no nonsense style. I've read several of his other books and subscribe to his daily blog, which is excellent. This book is unique and I think it's a particular standout. The format is unusual in that it's not broken down into standard chapters, but is one continuous unbroken chapter instead. The real-life sales, marketing, and creativity examples the author shares will really help push your thinking out of the box, and each company story is listed in the table of contents as though it was a stand-alone chapter. That makes it very convenient to refer back to specific examples after your initial reading. The analysis on the Wall Street Journal's advertising style is worth the price of the book alone. Very highly recommended.

There seem to be two camps reviewing this book. One says that is brilliant and their favorite book of all time. The other says the book is shallow and void of original ideas. Both are right...and wrong. The main idea of the book is spot on. If your business is not unique, it will be invisible. Marketing an invisible business is tough. To the critics who say the basic idea is simple and therefore not ground breaking, I agree. But Godin manages to clarify a simple, very important idea

that most business owners overlook. There is an elegance to his clarity. Godin writes books that have a single core idea. He writes in a conversational tone. His books are short and readable. By the way, all of Godin's books make great audio books because they are in his conversational voice. There are two categories of business books. There are the big serious tomes about how somebody saved ABC Corporation from disaster and made billions in the process. And then there are books for the rest of us. Purple Cow is a "rest of us" book. Years after reading the book, I still struggle with developing my own purple cow. It isn't easy. Add this to your library. Chris Reich  
Business Consultant

Short book, easy to read. A few good insights - nothing earth shattering but well worth the read. I like the philosophy of trying to build something really special, memorable and share-worthy as opposed to just satisfactory.

An absolute must have for any PR / Marketing Professional AND/OR STUDENT. My Favourite Book of all his books. I force everyone I know who owns a business or studying any business course to read it... twice!

I highly advise you read this book, if you want to know how to get your product out to the customer. Seth Godin is an amazing business man and author. I personally love all of his books!

Twenty years ago, Tom Peters shared the same notion in "The Pursuit of Wow." In "The Purple Cow" Seth Godin explains and expands this "wow factor." In the new marketing age, consumers are too busy and too flooded with marketing to listen to the typical pitch. So, if your product is not remarkable, if it doesn't stand out by itself (with or without marketing) like a purple cow in a herd of Holsteins, then it will be lost in the proverbial shuffle. Today's consumer is consumed by attention deficit. So how do you get busy people who have everything they want and who are constantly bombarded with sales pitches to listen to you? The confluence of available choices (high) and available time (low) conspires against today's entrepreneur. Since consumers today ignore you and insist on permission marketing, the old rule is out: create safe, ordinary products and combine them with great marketing. The new rule is in: create remarkable products that the right people seek out. Be the outlier--the company that's different, that thinks and acts outside the box. Smashed down and compacted, Godin's whole message is: it's safer to be risky, to pursue the truly remarkable, different product, rather than to try to market a safe, boring product remarkably. Create a fascinating product

that stands out from the crowd rather than creating a fascinating ad campaign for your ordinary product. So what to do? Create idea viruses that spread from the early adopters to the general public. How do you create an idea that spreads? Don't try to make a product for everybody, because that product is for nobody. The everybody products are all taken. The way you break through to the mainstream is to target a niche instead of a huge market. As Godin says in a later book, "small is big." But here's the key--the product must be built virus ready! The intention of the invention must be niche novelty. You must develop products and services so useful, interesting, outrageous, and noteworthy that your niche market will want to listen to what you have to say. You can't make people listen. But you can figure out who's likely to be listening when you talk. And when you talk, you're either remarkable or invisible depending on how purple your cow is (not how much purple you use in advertising your cow). So, create a product that dominates a niche. Think small. But why is the purple cow so rare? Fear. Create something unique and people will criticize it. Criticism comes to those who dare to be different. The timid fit in and go unnoticed--lost in the shuffle of the shuffling herd. Be different. Give the marketing budget to the designer. Innovate a product and introduce it to your sneezers. Launch a new product, not a new slogan. Explore the limit. Ask, "Why not?" But what if you've already invented? Then redefine what you sell. Go for the edges (niche influencers) and describe in fresh ways what those edges are. Be edgy--the edgier the better, the edgiest the best. Thus, none of this means that the "slogan" is bad. It just means that the slogan is good for a different reason. It used to be the slogan was good because it fit the 30 second commercial sound bite. Now the slogan is good because the virus can be passed more easily, more succinctly. Your product should shout: "Remarkable boast that's true!" Then it will be worth passing on. The slogan is the story that influencers pass on like a virus. Where does remarkable originate? From passionate people who make products first for themselves. But . . . how purple is "The Purple Cow?" True, it's not that novel. But, people bought it. The book itself practiced what it preached. Yes, the savvy entrepreneur already gets this. But Godin's niche is the wanna-be, not-yet-savvy innovator. There are plenty of those out there (to date--250,000 who have bought "The Purple Cow").

Reviewer: Bob Kellemen, Ph.D., is the author of "Beyond the Suffering," "Soul Physicians," and "Spiritual Friends."

The item came on time and as described. The packaging was right as well. I am very pleased with my purchase!

The deepest game-changing , paradigm- breaking book ever for Innovation, Marketing, General

Managers and Entrepreneurs! True; Most innovations do not succeed in the market because most businesses are always focusing their growth strategies where the masses of customers are, and providing products/services with INSIGNIFICANT differences to what already exists. Seth Godin has the vision of the other side of the coin. Dare to be different, dare to focus on a niche market, dare to be a dream-come-true for these customers and it will pay off, it will grow, it will become main stream, it will make money.

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