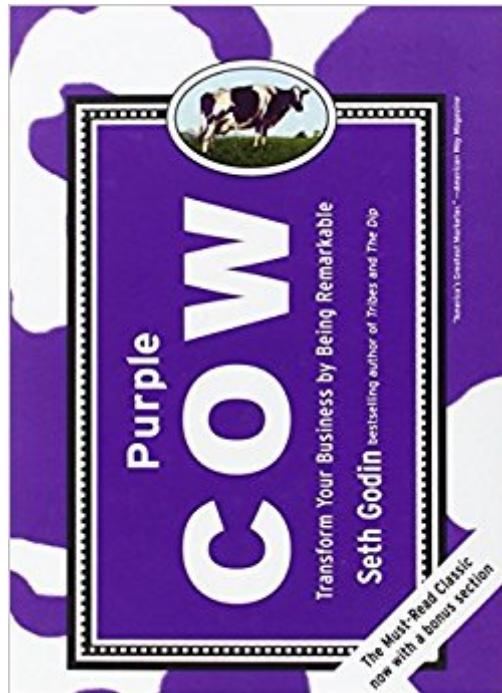




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# Purple Cow, New Edition: Transform Your Business By Being Remarkable



## Synopsis

The cult classic that revolutionized marketing by teaching businesses that youâ™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.

## Book Information

Hardcover: 224 pages

Publisher: Portfolio; New edition (November 12, 2009)

Language: English

ISBN-10: 1591843170

ISBN-13: 978-1591843177

Product Dimensions: 5.2 x 0.8 x 7.3 inches

Shipping Weight: 9.1 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 475 customer reviews

Best Sellers Rank: #8,201 in Books (See Top 100 in Books) #3 inÂ Books > Business & Money > Marketing & Sales > Marketing > Product Management #5 inÂ Books > Business & Money > Small Business & Entrepreneurship > Marketing #14 inÂ Books > Business & Money > Management & Leadership > Project Management

## Customer Reviews

âœSeth Godin says that the key to success is to find a way to stand outâ ”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.â •â ”Forbes.com âœSeth Godin alters the way people think about marketing, change, and

work.â•†â”Selling Power âœl love this book! Part wake-up call, part action plan, Purple Cow shows organizations how to add distinctionâ”and avoid extinction.â•†â”Tom Kelley, author of The Art of Innovation âœGodin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketerâ |and also a clear-eyed visionary with strong and sensible ideas.â•†â”Miami Herald âœSeth Godin may be the best intuitive marketer alive today. Heâ™s in that tiny subset of the niche within the microcommunity of people who simply get it.â•†â”Randall Rothenberg, columnist for Advertising Age âœTake Leo Burnett, David Ogilvy, Bill Bernbach, and Mark Twain. Combine their brains and shave their heads. Whatâ™s left? Seth Godin.â•†â”Jay Levinson, author of Guerilla Marketing

Seth GodinÂ is the author of more than a dozen bestsellers that have changed the way people think about marketing, leadership, and change, includingÂ Permission Marketing,Â Purple Cow,Â All Marketers Are Liars,Â Small is the New Big,Â The Dip,Â Tribes,Â Linchpin, andÂ 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](http://sethgodin.com).

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 say 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 Kelleman, 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 mainstream, it will make money.

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