



Purple Cow, New Edition: Transform Your Business by Being Remarkable--Includes new bonus chapter

Seth Godin

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You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice.

What do Starbucks and JetBlue and KrispyKreme and Apple and DutchBoy and Kensington and Zespri and Hard Candy have that you don't? How do they continue to confound critics and achieve spectacular growth, leaving behind former tried-and true brands to gasp their last?

Face it, the checklist of tired 'P's marketers have used for decades to get their product noticed -Pricing, Promotion, Publicity, to name a few-aren't working anymore. There's an exceptionally important 'P' that has to be added to the list. It's Purple Cow.

Cows, after you've seen one, or two, or ten, are boring. A Purple Cow, though...now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff-a lot of brown cows-but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period.

In *Purple Cow*, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.

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From reader reviews:

Marcia Eberhart:

Spent a free time and energy to be fun activity to complete! A lot of people spent their sparetime with their family, or their friends. Usually they accomplishing activity like watching television, going to beach, or picnic from the park. They actually doing same task every week. Do you feel it? Do you need to something different to fill your free time/ holiday? May be reading a book is usually option to fill your free of charge time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to try look for book, may be the guide untitled Purple Cow, New Edition: Transform Your Business by Being Remarkable--Includes new bonus chapter can be excellent book to read. May be it can be best activity to you.

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