

Read Online Linchpin Are You  
Indispensable

# Linchpin Are You Indispensable

*Amazingly, one-third of  
the American workforce is  
freelance—that's 42  
million people who have to*

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*wrestle with not just doing the work, but finding the work, then getting paid for the work, plus health care, taxes, setting up an office, marketing, and so on. Now*

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*help is here, and consultants, independent contractors, the self-employed, “solopreneurs,” and everyone else living a freelancer’s life will never be alone again but*

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*instead can be part of a strong and vibrant community. Written by the authority on freelance working, Sara Horowitz, MacArthur "Genius" Fellow and founder of the*

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*national Freelancers Union and, most recently, the Freelancers Insurance Company, The Freelancer's Bible will help those new to freelancing learn the ropes, and will help those*

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*who've been freelancing for a while grow and expand. It's the one-stop, all-encompassing guide to every practical detail and challenge of being a nimble, flexible, and*

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*successful freelancer: the three essentials of getting clients and the three most important ways to keep them happy. Five fee-setting strategies. Thirteen tactics for*

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*making it through a prolonged dry spell. Setting up a home office vs. renting space. The one-hour contract. A dozen negotiating dos and don'ts. Building and*



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*maintaining your reputation. Dealing with deadbeats. Health Insurance 101. Record-keeping and taxes. Productivity, including a quiz: "What Is Your Ideal*

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*Day?" Building a community. Subcontracting and other strategies for taking your freelancing career to the next level. Retirement plans, plans for saving for education,*

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*and how to achieve financial freedom.*

*"A one-two punch! Half kick in the ass, half cheerleading encouragement." –Steven Pressfield, author of The*

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*War of Art* If you are happy being just a dreamer, perhaps you don't need this book. If you're enjoying the status quo, don't even consider reading this book. If you

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*are content waiting for success to find you, please put this book down and go find something else to read. Why has Poke the Box become a cult classic? Because it's a book that*

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*dares readers to do something they're afraid of. It could be what you need, too. "Is Seth Godin the Pied Piper for however many of us have been afraid to fail? Will I*

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*answer his call? Will you?" –Peter Shermeta, reviewing the original edition of Poke the Box*  
*What is a meatball sundae? It's something messy, disgusting and*

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*ineffective, the result of combining two perfectly good things that don't go together. Meatballs are the basic staples, the things people need, the stuff that used to be*



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*marketed quite well with TV and other mass market techniques. The topping is new marketing: MySpace, websites, YouTube, and all of the magic that CEOs wish would shine atop*

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*their companies. The problem? New marketing is lousy at selling meatballs. When confronted with the myriad opportunities presented by new marketing, people*

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*usually ask 'How can we make this stuff work for us?' This, as Seth Godin explains in his remarkable new book, is exactly the wrong question. Mapping out 14 trends that are*

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*completely remaking what it means to be a marketer - and by extension transforming what we make and how we make it - Godin shows how the question for any thriving 21st century*

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*business must be: 'How can we alter our business to become an organization that thrives on new marketing?' Meatball Sundae is an essential guide to the fundamental*

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*shift taking place in the marketing and business world, and shows you how to align your business to it.*

*For college and high school students, a*

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*convenient, comprehensive,  
and affordably priced  
guide to the 35 most  
frequently assigned books.  
Are You Indispensable?  
How to Build Your Customer-  
Driven Growth Engine*

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*Purple Cow*

*A Little Book That Teaches You When to Quit (and When to Stick)*

*The Practice*

*The Art of Being Brilliant*

**SUMMARY - Linchpin: Are**



# Read Online Linchpin Are You Indispensable

*You Indispensable By Seth Godin*

A full-color book about art, bravery and doing work that matters

"I know that I'll be evaluated in Seattle with wins and losses, as that is the nature of my profession

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for the last thirty-five years. But our record will not be what motivates me. Years ago I was asked, 'Pete, which is better: winning or competing?' My response was instantaneous: 'Competing. . . because it lasts

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longer.'" Pete Carroll is one of the most successful coaches in football today. As the head coach at USC, he brought the Trojans back to national prominence, amassing a 97-19 record over nine seasons. Now he shares the championship-

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winning philosophy that led USC to seven straight Pac-10 titles. This same mind-set and culture will shape his program as he returns to the NFL to coach the Seattle Seahawks. Carroll developed his unique coaching style by trial and

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error over his career. He learned that you get better results by teaching instead of screaming, and by helping players grow as people, not just on the field. He learned that an upbeat, energetic atmosphere in the locker room can

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coexist with an unstoppable competitive drive. He learned why you should stop worrying about your opponents, why you should always act as if the whole world is watching, and many other contrarian insights. Carroll shows

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us how the Win Forever philosophy really works, both in NCAA Division I competition and in the NFL. He reveals how his recruiting strategies, training routines, and game-day rituals preserve a team's culture year after

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year, during championship seasons and disappointing seasons alike. Win Forever is about more than winning football games; it's about maximizing your potential in every aspect of your life. Carroll has taught business leaders facing



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tough challenges. He has helped troubled kids on the streets of Los Angeles through his foundation A Better LA. His words are true in any situation: "If you want to win forever, always compete."  
World of Warcrafters, LARPer,

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Settlers of Catan? Weird. Beliebers, Swifties, Directioners? Weirder. Paleos, vegans, carb loaders, ovo-lacto-vegetarians? Pretty weird. Mets fans, Yankees fans, Bears fans? Definitely weird. Face it. We 're all weird. So why are

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companies still trying to build products for the masses? Why are we still acting like the masses even exist? Weird is the new normal. And only companies that figure that out have any chance of survival. This book shows you how.

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How to find the soft innovation that will make your product, service, school, church, or career worth talking about. We live in an era of too much noise, too much clutter, too many choices, and too much spam. And as Seth Godin's

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200,000-copy bestseller Purple Cow taught the business world, the old ways of marketing simply don't work anymore. The best way to sell anything these days is through word of mouth and the only real way to get word of mouth is to

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create something remarkable. Free Prize Inside, the sequel to Purple Cow, explains how to do just that. It's jammed with practical ideas you can use right now to make your product or service remarkable, so that it will virtually

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sell itself. Remember when cereal came with a free prize inside? Even if you already liked the cereal, it was the little plastic toy that made it irresistible. Godin explains how you can think of a bonus that will make your customers feel just as

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excited, no matter what business you're in. Consider these free prizes:

- The Tupperware party, which turned buying plastic bowls into a social event
- Flintstones vitamins, which turned a serious product into something fun
- The



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free change-counting machine at every Commerce Bank branch • The little blue box from Tiffany, which makes people happy before they even open it This book offers a way to create free prizes quickly, cheaply, and reliably and persuade

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others in your organization to help you bring them to life.

The Rise of Tribes and the End of Normal

Do It! Marketing

What to Do When It's Your Turn

Get Smarter About the Choices that

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Will Make or Break Your Business  
How Losing Can Help You Win  
Poke The Box  
Stories from Some of the Most  
Intriguing Innovators,  
Entrepreneurs and the Reasons  
Behind Their Success

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***A high-energy tour of the history of markets features such examples as a camel trading fair in India, the twenty-million-dollar-per-day Aalsmeer flower market in the Netherlands, and the***

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***global trade in AIDS drugs.  
Reprint. 13,000 first  
printing.***

***A WALL STREET JOURNAL  
BESTSELLER Do you know  
the best way to drive your  
company's growth? If not,***

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***it's time to boost your Growth IQ. Trying to find the one right move that will improve your business's performance can feel overwhelming. But, as you'll discover in Growth IQ, there***

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***are just ten simple--but easily misunderstood--paths to growth, and every successful growth strategy can be boiled down to picking the right combination and sequence***

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***of these paths for your current context. Tiffani Bova travels around the world helping companies solve their most vexing problem: how to keep growing in the face of stiff competition and***



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***a fast-changing business environment. Whether she's presenting to a Fortune 500 board of directors or brainstorming over coffee with a startup founder, Bova cuts through the clutter and***

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***confusion that surround growth. Now, she draws on her decades of experience and more than thirty fascinating, in-depth business stories to demonstrate the***

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***opportunities--and pitfalls--of each of the ten growth paths, how they work together, and how they apply to business today. You'll see how, for instance: \* Red Bull broke Coca-Cola and***

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***PepsiCo's stranglehold on the soft drink market by taking the Customer Base Penetration path to establish a foothold with adventure sports junkies and expand into the mainstream. \****

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***Marvel transformed itself from a struggling comic book publisher into a global entertainment behemoth by using a Customer and Product Diversification strategy and shifting their***

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***focus from comic books to comic book characters in movies. \* Starbucks suffered a brand crisis when they overwhelmed their customers with a Product Expansion strategy, and***

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***brought back CEO Howard Schultz to course-correct by returning to the Customer Experience path. Through Bova's insightful analyses of these and many other case studies, you'll see why it can***

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***be a mistake to imitate strategies that worked for your competitors, or rely on strategies that worked for you in the past. To grow your company with confidence, you first need to grow your***



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***Growth IQ.***

***As one of today's most influential business thinkers, Seth Godin helps his army of fans stay focused, stay connected, and stay dissatisfied with the***

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***status quo, the ordinary, the boring. His books, blog posts, magazine articles, and speeches have inspired countless entrepreneurs, marketing people, innovators, and managers***

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***around the world. Now, for the first time, Godin has collected the most provocative short pieces from his pioneering blog—ranked #70 by Feedster (out of millions***

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***published) in worldwide readership. This book also includes his most popular columns from Fast Company magazine, and several of the short e-books he has written in the last few years. A***

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***sample: • Bon Jovi And The Pirates • Christmas Card Spam • Clinging To Your Job Title? • How Much Would You Pay to Be on Oprah's Show? • The Persistence of Really Bad Ideas • The***

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### ***Seduction of “Good Enough”***

***• What Happens When It's All on Tape? • Would You Buy Life Insurance at a Rock Concert? Small is the New Big is a huge bowl of inspiration that you can***

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***gobble in one sitting or dip into at any time. As Godin writes in his introduction: "I guarantee that you'll find some ideas that don't work for you. But I'm certain that you're smart enough to see***

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***the stuff you've always wanted to do, buried deep inside one of these riffs. And I'm betting that once inspired, you'll actually make something happen."***  
***Want more free books like***



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***this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. The incredible story of how an overweight man became the***

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***fittest man in America by mastering his mind and defying all odds. How many times do you tell yourself that you'll head to the gym tomorrow? Only to find that when tomorrow comes, you***

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***find an excuse. Imagine living life with zero excuses, what could you accomplish? Author, David Goggins, doesn't believe in excuses and has transformed his life through the simple power of***

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***his mind. Coming from a traumatic childhood, Goggins found himself in his early twenties working as a cockroach exterminator and weighing just under 300 pounds. Despite the trauma***

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***and weight, Goggins went on to become one of the fittest people on the planet. He committed himself to join the Navy SEALs and went on to become a successful ultramarathon runner.***

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***Goggins achieved the near-impossible, and now, you can too. Find out how Goggins uses the forty-percent rule to push his body further, what it takes to run 135 miles at Badwater 135, and***

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***how Goggins continues to push himself despite several setbacks.***

***Everything You Need to Know to Have the Career of Your Dreams—On Your Terms***

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***Free Prize Inside  
(and It's Always Your Turn)  
Creating a Values-Driven  
Service Culture  
Are You Indispensable?.  
Win Forever  
The Freelancer's Bible***

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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 Apple, Starbucks, Dyson and Pret a Manger have in common? How do they achieve spectacular***

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***growth, leaving behind former tried-and-true brands to gasp their last? The old checklist of P's used by marketers - Pricing, Promotion, Publicity - aren't working anymore. The golden age of advertising is***

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***over. It's time to add a new P - the Purple Cow. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his new bestseller, Seth Godin***

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***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 anyone who wants to help create products and services that are worth***

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***marketing in the first place. Whether you're running an online business or looking to expand the web presence of your brick-and-mortar company, you'll need surefire marketing techniques if you***

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***want to attract more customers and make the kind of money you deserve.***

***Following on the success of Internet Riches, top e-business entrepreneur and coach Scott Fox shares the***

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***powerful but simple marketing strategies that will propel your business to a whole new level of success. Combining inspiring stories with step-by-step instruction, e-Riches 2.0 reveals how to: • build a fan***

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***base around yourself, your product, and your business • build your email list • use the latest e-marketing tools, including blogs, online video, email newsletters, search engine marketing, podcasting,***



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***keyword ads, autoresponders, affiliate programs, RSS feeds, Twitter, social bookmarking, and social networks like Facebook, LinkedIn, and MySpace • energize your online copywriting skills •***

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***pitch a news story...then be ready to convert visitors once it brings them to your site***  
***Packed with inspiring stories, insider secrets, and cutting-edge tools, this practical, money-making guide is your***

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***ticket to online success.  
In Thrive, Arianna Huffington  
makes an impassioned and  
compelling case for the need  
to redefine what it means to be  
successful in today's world.  
Arianna Huffington's personal***

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***wake-up call came in the form of a broken cheekbone and a nasty gash over her eye--the result of a fall brought on by exhaustion and lack of sleep. As the cofounder and editor-in-chief of the Huffington Post***

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***Media Group--one of the fastest growing media companies in the world--celebrated as one of the world's most influential women, and gracing the covers of magazines, she was,***

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***by any traditional measure, extraordinarily successful. Yet as she found herself going from brain MRI to CAT scan to echocardiogram, to find out if there was any underlying medical problem beyond***

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***exhaustion, she wondered is this really what success feels like? As more and more people are coming to realize, there is far more to living a truly successful life than just earning a bigger salary and***

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***capturing a corner office. Our relentless pursuit of the two traditional metrics of success--money and power--has led to an epidemic of burnout and stress-related illnesses, and an erosion in***



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***the quality of our relationships, family life, and, ironically, our careers. In being connected to the world 24/7, we're losing our connection to what truly matters. Our current definition***

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***of success is, as Thrive shows, literally killing us. We need a new way forward. In a commencement address Arianna gave at Smith College in the spring of 2013, she likened our drive for money***

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***and power to two legs of a three-legged stool. They may hold us up temporarily, but sooner or later we're going to topple over. We need a third leg--a third metric for defining success--to truly thrive. That***

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***third metric, she writes in Thrive, includes our well-being, our ability to draw on our intuition and inner wisdom, our sense of wonder, and our capacity for compassion and giving. As***

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***Arianna points out, our eulogies celebrate our lives very differently from the way society defines success. They don't commemorate our long hours in the office, our promotions, or our sterling***

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***PowerPoint presentations as we relentlessly raced to climb up the career ladder. They are not about our resumes--they are about cherished memories, shared adventures, small kindnesses and acts of***

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***generosity, lifelong passions, and the things that made us laugh. In this deeply personal book, Arianna talks candidly about her own challenges with managing time and prioritizing the demands of a career and***

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***raising two daughters--of juggling business deadlines and family crises, a harried dance that led to her collapse and to her "aha moment."  
Drawing on the latest groundbreaking research and***



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***scientific findings in the fields of psychology, sports, sleep, and physiology that show the profound and transformative effects of meditation, mindfulness, unplugging, and giving, Arianna shows us the***

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***way to a revolution in our culture, our thinking, our workplace, and our lives. This life-changing manifesto shows how you have the potential to make a huge difference wherever you are.***

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***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***

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***readers around the world, he has taught generations of readers how to make remarkable products and spread powerful ideas. In Linchpin, he turns his attention to the individual, and***

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***explains how anyone can make a significant impact within their organization.***

***There used to be two teams in every workplace: management and labor. Now there's a third team, the linchpins. These***

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***people figure out what to do when there's no rule book. They delight and challenge their customers and peers. They love their work, pour their best selves into it, and turn each day into a kind of***

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***art. Have you ever found a shortcut that others missed? Seen a new way to resolve a conflict? Made a connection with someone others couldn't reach? Even once? Then you have what it takes to become***

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***indispensable, by overcoming the resistance that holds people back. Linchpin will show you how to join the likes of... · Keith Johnson, who scours flea markets across the country to fill Anthropologie***



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***stores with unique pieces. · Jason Zimdars, a graphic designer who got his dream job at 37signals without a résumé. · David, who works at Dean and DeLuca coffee shop in New York. He sees every***

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***customer interaction as a chance to give a gift and is cherished in return. As Godin writes, "Every day I meet people who have so much to give but have been bullied enough or frightened enough***

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***to hold it back. It's time to stop complying with the system and draw your own map. You have brilliance in you, your contribution is essential, and the art you create is precious. Only you can do it, and you***

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***must."***

***When Was the Last Time You Did Something for the First Time?***

***Linchpin***

***What Men Know About Success That Women Need to***

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***Learn***

***The Powerful, Unsung (And Unelected) People Who Shaped Our Presidents***

***The Sun Tzu Classic in Charts and Graphs***

***V Is for Vulnerable***

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### ***We Need You to Lead Us***

What's the secret to being indispensable—a true go-to person—in today's workplace? With new technology, constant change and uncertainty,

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and far-flung virtual teams, getting things done at work is tougher and more complex than ever. We're in the midst of a collaboration revolution, working with

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everyone, all the time, across silos and platforms. But sometimes it feels like we're stuck in a no-win cycle—dealing with an overwhelming influx of



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asks, with unclear lines of communication and authority.

Overcommitment syndrome looms larger than ever before. But even amid the seeming chaos,

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there's always that indispensable go-to person who thrives on their many working relationships with people all over the organization chart. How

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do they do it? Go-to people consistently make themselves valuable to others, maintain a positive attitude of service, are creative and tenacious, and take

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personal responsibility for getting the right things done. In this game-changing yet practical book, talent guru and bestselling author Bruce Tulgan

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reveals the secrets of the go-to person in our new world of work. Based on an intensive study of people at all levels, in all kinds of organizations, Tulgan

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shows how go-to people think and behave differently, building up their influence with others—not by trying to do everything for everybody but by doing

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the right things at the right times for the right reasons, regardless of whether they have the formal authority. This book will teach you to:

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Understand the peculiar mathematics of real influence Lead from wherever you are%#8212up, down, sideways, and diagonal Know when to say "no" or



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"not yet," and how to say "yes" Keep getting better and better at working together And much more. The Art of Being Indispensable at Work is the new How to

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Win Friends and Influence People for an era in which the guardrails of traditional management have been pulled away. A pep talk in your

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pocket This short, small, highly illustrated book will fill you to the brim with happiness, positivity, wellbeing and, most importantly,

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success! Andy Cope and Andy Whittaker are experts in the art of happiness and positive psychology and The Art of Being Brilliant is crammed full of good

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advice, instructive case studies, inspiring quotes, some funny stuff and important questions to make you think about your work, relationships and life. You see being

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brilliant, successful and happy isn't about dramatic change, it's about finding out what really works for you and doing more of it! The authors lay down their

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six common-sense principles that will ensure you focus on what you're good at and become super brilliant both at work and at home. A richly

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illustrated, 2 colour,  
small book full of  
humour, inspiring quotes  
and solid advice A great  
read with a serious  
underlying message - how  
to foster positivity and



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bring about success in every aspect of your life Outlines six common-sense principles that will help you ensure you are the best you can be  
An executive vice

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president of CNN shares her revealing insights into the "good ol' boy network," arming women with the tools they need to succeed in a man's world. Reprint.

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Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access "microchapters" that will help you

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market your smarts,  
monetize your message,  
and dramatically expand  
your reach and revenue.  
For thought-leading  
CEOs, executives,  
consultants, and

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entrepreneurs, the true test of your personal brand comes down to one simple question: When you speak, do people listen? In *Do It! Speaking, nationally-*

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acclaimed marketing expert and host of the The Speaking Show Podcast David Newman teaches you how to build a thriving speaking career. Regardless of

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the speaking venue: in-person events, virtual appearances, conference stages, and any other place where you are being paid to share your expertise with an

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audience, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you're trying to build



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your speaking platform?  
This book is the  
definitive guide on how  
to: Develop your  
speaking-driven revenue  
streams. Quickly  
commercialize your

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knowledge in today's economy. Bolster your visibility, credibility, and bank account. Become a better messenger of your company's message and dominate your

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marketplace. Do It!  
Speaking shows you the inside track on marketing, positioning, packaging, prospecting, outreach, sales, and how to get more and better

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speaking gigs on behalf of your company, your brand, and yourself.

Fail Fast, Fail Often  
Whatcha Gonna Do With That Duck?

Play Like a Man Win Like

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a Woman

The Art of Being

Indispensable at Work

How new marketing is

transforming the

business world (and how

to thrive in it)

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We Are All Weird  
Behind the Brand

**Made for dipping into again and again, Whatcha Gonna Do with That Duck? brings together the very best of Seth Godin's acclaimed blog and is a classic**

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**factories and their jobs didn't require them to go above and beyond. The problem, however, is that these people were easily replaceable. And while you may not be working in a factory today, are you dispensable?**

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**"Top Ten Business Books For**

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**of the culture that have made Nordstrom synonymous with legendary customer service. These essential values have enabled Nordstrom to survive and adapt to dramatic market shifts regularly since 1901, and**

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**the new edition explains how the Nordstrom approach can be emulated by any organization—in any industry—in every corner of the world. This is not a book about selling shoes or clothes or cosmetics or jewelry. It is a book**



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**about how underlying values such as respect, trust, compensation and, even fun, are the building blocks of a culture where employees are empowered to consistently deliver a world-class experience**

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**to customers. Nordstrom believes that the employee experience determines the customer experience, and that when you attract and reward people who are comfortable in a service-oriented culture, then**

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**everyone succeeds—both individually and collectively. No wonder Nordstrom is one of only five companies to make Fortune's "Best Companies to Work For" and "Most Admired" lists every year since those**

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**surveys have been taken. With new interviews from senior Nordstrom executives and family members, the book explains how to successfully respond to today's tech-savvy, time-crunched customers who**

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**demand a convenient, seamless, painless, personal experience across all channels. Nordstrom gives its frontline people all the digital tools necessary to satisfy the customer—and your organization must do the same, if**

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**it wants to adapt. The authors show what it takes to earn brand loyalty, lead through change and uncertainty, and combine extraordinary brick-and-mortar with online experiences. 'The single most important reason we**

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**try to provide great service is this: It enables us to sell more,' says co-president Blake Nordstrom, great-grandson of the founder. 'The best way for our company to achieve results is to do what's best for the**

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**customer.' In this book, readers will find: Suggestions for becoming the Nordstrom of your industry The ten values that define a customer-driven culture Lessons for providing superior service and experience across all**



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**channels**

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BESTSELLER! A USA TODAY  
"BEST BOOKS OF 2021" PICK! In  
the bestselling tradition of The  
Presidents Club and Presidential  
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**told through the stories of the best friends and closest confidants of American presidents. Here are the riveting histories of myriad presidential friendships, among them: Abraham Lincoln and Joshua**

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**Speed: They shared a bed for four years during which Speed saved his friend from a crippling depression. Two decades later the friends worked together to save the Union. Harry Truman and Eddie Jacobson: When**

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**Truman wavered on whether to recognize the state of Israel in 1948, his lifelong friend and former business partner intervened at just the right moment with just the right words to steer the president's decision.**

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**navigating the Great Depression and World War II John Kennedy and David Ormsby-Gore: They met as young men in pre-war London and began a conversation over the meaning of leadership. A generation later**

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**the Cuban Missile Crisis would put their ideas to test as Ormsby-Gore became the president's unofficial, but most valued foreign policy advisor. These and other friendships—including Thomas Jefferson and James**

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**Madison, Franklin Pierce and Nathaniel Hawthorne, and Bill Clinton and Vernon Jordan—populate this fresh and provocative exploration of a series of seminal presidential friendships. Publishing history**



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**teams with books by and about Presidents, First Ladies, First Pets, and even First Chefs. Now former Clinton aide Gary Ginsberg breaks new literary ground on Pennsylvania Avenue and provides fresh insights into**

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**the lives of the men who held the most powerful political office in the world by looking at the friends on whom they relied. First Friends is an engaging, serendipitous look into the lives of Commanders-in-Chief and**

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**how their presidencies were shaped by those they held most dear.**

**Linchpin by Seth Godin  
(Summary)**

**77 Instant-Action Ideas to Boost Sales, Maximize Profits, and**

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**Crush Your Competition  
Next-Generation Marketing  
Strategies for Making Millions  
Online  
Quick Lit  
Small Is the New Big  
Reinventing the Bazaar: A**

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**Natural History of Markets  
The Nordstrom Way to Customer  
Experience Excellence  
*Explains how to use the  
art of storytelling and the  
science of journalism to  
form an authentic***

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***message for a company's product and a successful social networking site that can reach a wide audience.***

***A New York Times, USA Today, and Wall Street***

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***Journal bestseller In this  
iconic bestseller, popular  
business blogger and  
bestselling author Seth  
Godin proves that  
winners are really just  
the best quitters. Godin***

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***shows that winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip. Every new project (or job, or hobby, or company) starts out***



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***fun...then gets really hard, and not much fun at all. You might be in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac—a***

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***total dead end. What really sets superstars apart is the ability to tell the two apart. Winners seek out the Dip. They realize that the bigger the barrier, the bigger***

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***the reward for getting past it. If you can beat the Dip to be the best, you'll earn profits, glory, and long-term security. Whether you're an intern or a CEO, this fun little***

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***book will help you figure out if you're in a Dip that's worthy of your time, effort, and talents. The old saying is wrong—winners do quit, and quitters do win.***

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***In this compelling, accessible and purpose-filled book bestselling business author Seth Godin shows how you have the potential to make a big difference-***

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***and make yourself indispensable in the process-wherever you are. Why are some people easily outsourced, downsized, or freelanced into obscurity, while***

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***others have their pick of opportunities? In his most powerful book yet, Seth Godin argues that it's more essential than ever to become indispensable - to***

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***become a linchpin.  
Linchpins are the  
essential building blocks  
of great organizations:  
they invent, lead  
(regardless of title),  
connect others, make***



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***things happen, and create order out of chaos. They love their work and pour their best selves into it and turn each day into a kind of art - and, in today's world, they get***

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***the best jobs and the most freedom. Godin shows that the key to being indispensable is overcoming the fears that hold most of us back. If you have you ever found***

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***a shortcut that others missed, seen a new way to resolve a conflict, or made a connection with someone others couldn't reach, then you have what it takes to become***

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***indispensable. It's time to stop complying with the system and draw your own map.***

***The New York Times,  
BusinessWeek, and Wall  
Street Journal Bestseller***

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***that redefined what it means to be a leader. Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of***

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***leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees, customers, investors, believers, hobbyists, or readers around an idea,***

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***this book will demystify the process. It's human nature to seek out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). Now the***

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***Internet has eliminated the barriers of geography, cost, and time. Social media gives anyone who wants to make a difference the tools to do so. With his***



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***signature wit and storytelling flair, Godin presents the three steps to building a tribe: the desire to change things, the ability to connect a tribe, and the willingness***

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***to lead. If you think leadership is for other people, think again—leaders come in surprising packages. Consider Joel Spolsky and his international tribe of***

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***scary-smart software engineers. Or Gary Vaynerhuck, a wine expert with a devoted following of enthusiasts. Chris Sharma led a tribe of rock climbers up***

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***impossible cliff faces, while Mich Mathews, a VP at Microsoft, ran her internal tribe of marketers from her cube in Seattle. Tribes will make you think—really***

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***think—about the opportunities to mobilize an audience that are already at your fingertips. It's not easy, but it's easier than you think.***

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***The Dip***  
***An Amish Wedding***  
***The Third Metric to***  
***Redefining Success and***  
***Creating a Life of Well-***  
***Being, Wisdom, and***  
***Wonder***

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***Transform Your Business  
by Being Remarkable  
Shipping Creative Work  
First Friends  
Meatball Sundae***

*V is for Vulnerable by Seth Godin  
is a full-color ABC book for grown-*

*Page 207/275*

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*ups, with a powerful message about doing great work. V is for Vulnerable looks and feels like a classic picture book. But it's not for kids, it's for hardworking adults. It highlights twenty-six of Seth Godin's principles about treating*



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*your work as a form of art, with illustrations by acclaimed cartoonist Hugh MacLeod. A sample: A is for Anxiety, which is experiencing failure in advance. Tell yourself enough vivid stories about the worst possible outcome*

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*and you'll soon come to believe them. Worry is not preparation, and anxiety doesn't make you better. F is for Feedback, which can be either a crutch or a weapon. Use it to make your work smaller, safer, and more likely to please*

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*everyone (and fail in the long run). Or use it as a lever to further push you to embrace what you fear and what you're capable of. This is unlike any previous Godin book and makes a great gift, both for loyal fans and those who've never*

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*read him before. Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change including Permission Marketing, Purple Cow, All*

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*Marketers are Liars, The Dip and Tribes. He is the CEO of Squidoo.com and a very popular lecturer. His blog, [www.sethgodin.typepad.com](http://www.sethgodin.typepad.com), is the most influential business blog in the world, and consistently one of*

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*the 100 most popular blogs on any subject.*

*This should be a bulleted list of key points about the book and about your background. You can also include any data points about the sales or marketing strategy (ie - full*

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*page ad in WIRED planned) and anything else that would be a likely sales point for the book that would be valuable to share.*

*What happens when the bottlenecks that stand between supply and demand in our culture go away and*

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*model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and*

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*how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it*

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*is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us*

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*to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution,*

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*manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.*

*The pair of psychologists behind a*

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*popular class at Stanford University called “Fail Fast, Fail Often” discuss how people who aren't worried about making mistakes tend to live happier, more successful lives and learn more from their experiences and*

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tales. They come together for an Amish wedding. Priscilla King has dreamed of being married to Chester Lapp since she was sixteen. With the help of her sister Naomi ' s matchmaking skills, Chester proposes to

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Priscilla on her nineteenth birthday. As the wedding day approaches, problems emerge: an attendant with poison ivy, a failed celery crop, and a torn wedding dress. At the same time, Priscilla ' s best friend Rose

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is convinced her fiancé is hiding something and she is intent on discovering the truth at any cost. Naomi remains hopeful that she, too, will soon find her perfect match. When Chester ' s cousin shows up, there ' s an immediate

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attraction between him and Naomi—as well as an obstacle that may just as immediately derail their blossoming love. Is God sending a message to stop the wedding? What is certain is that the hearts of these three

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women will be forever transformed by this touching Amish wedding.

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Customer Officer 2.0 is based on a five-competency framework that successfully launched multitudes of Fortune 100 and Fortune 500 companies through their customer experience transformations. The framework



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addresses the issues that remain prominent, including siloed organizations and the need for clear goals and metrics, as well as new factors, like social media, that have altered the customer relations dynamic forever. You'll

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provides practical guidance on how to make those competencies part of the way your company develops products, goes to market, enables and rewards people, and conducts annual planning.

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of doing business. Treat your customers like the assets they are Craft a more comprehensive customer care strategy Avoid the common pitfalls that cause major damage Unify the company around the customer experience

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than authenticity, and that experiencing the imposter syndrome is a sign that you're a well-adjusted human. Most of all, he shows you what it takes to turn your passion from a private distraction to a productive

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artists share what they create;  
there is no ready-made path;  
never wait for someone to tell  
you what to do; always give  
more than you get. \*Each one of  
us is a genius, even if we all  
have our own weaknesses. The



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Win Influence, Beat  
Overcommitment, and Get the  
Right Things Done  
How to Make a Purple Cow  
Argues that the key to  
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in the workplace is to abandon the fears that might prevent success and instead allow one's art, passion, insight, and generosity to flourish.

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Jessica Hagy, *The Art of War Visualized* is an inspired mash-up, a work that completely reenergizes the perennial bestseller and makes it accessible to a



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seeking guidance for the future in the teachings of the past. It's as if Sun Tzu got a 21st-century do-over. Author and illustrator of *How to Be Interesting*,

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Jessica Hagy is a cutting-edge thinker whose language—comprising circles, arrows, and lines and the well-chosen word or two—makes

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her an ideal philosopher for our ever-more-visual culture. Her charts and diagrams are deceptively simple, often funny, and always thought-provoking. She knows how

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to communicate not only ideas but the complex process of thinking itself, complete with its twists and surprises. For *The Art of War Visualized*, she

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presents her vision in evocative ink-brush art and bold typography. The result is page after page in which each passage of the complete canonical text (in its

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best-known Lionel Giles translation) is visually interpreted in a singular diagram, chart, or other illustration—transforming, reenergizing, and making

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the classic dazzlingly accessible for a new generation of readers. In Seth Godin's most inspiring book, he challenges readers to find the courage to



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treat their work as a form of art Everyone knows that Icarus's father made him wings and told him not to fly too close to the sun; he ignored the warning and

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plunged to his doom. The lesson: Play it safe. Listen to the experts. It was the perfect propaganda for the industrial economy. What boss wouldn't want

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employees to believe that obedience and conformity are the keys to success? But we tend to forget that Icarus was also warned not to fly too low, because

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seawater would ruin the lift in his wings.

Flying too low is even more dangerous than flying too high, because it feels deceptively safe. The safety zone

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has moved. Conformity no longer leads to comfort. But the good news is that creativity is scarce and more valuable than ever. So is choosing to do something

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unpredictable and brave:  
Make art. Being an  
artist isn't a genetic  
disposition or a  
specific talent. It's an  
attitude we can all  
adopt. It's a hunger to

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seize new ground, make connections, and work without a map. If you do those things you're an artist, no matter what it says on your business card. Godin shows us how

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it's possible and convinces us why it's essential.

The Long Tail

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More) That Engage  
Customers and Ignite  
Your Business  
Content Rules  
Chief Customer Officer

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2.0

Summary of "Can't Hurt Me" by David Goggins - Free book by QuickRead.com and 183 Other Riffs, Rants, and Remarkable

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Business Ideas