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Into Friends And Customers
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Permission Marketing Turning Strangers Into Friends And Customers Seth Godin

For the first time in mass market

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paperback, business guru Seth
Godin's classic marketing
handbook.

In The Icarus Deception, Seth
Godin's most inspiring book, he
challenges readers to find the
courage to treat their work as a

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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 plunged to his doom. The lesson: Play it safe. Listen to the experts. It was the perfect

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propaganda for the industrial economy. What boss wouldn't want 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 has moved. Conformity no longer leads to comfort. But the good news is that

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creativity is scarce and more valuable than ever. So is choosing to do something 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 it's possible and convinces us why it's essential. 'If

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Seth Godin didn't exist, we'd need to invent him' Fast Company 'Seth Godin is a demigod on the web, a bestselling author, highly sought-after lecturer, successful entrepreneur, respected pundit and high-profile blogger' Forbes

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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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Seth Godin
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, is the most influential business blog in the world, and consistently one

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of the 100 most popular blogs on
any subject..

Scott analyses how the internet
has revolutionised
communications and promotions.
Told with many compelling case
studies and real-world examples,

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this is a practical guide to the new
reality of PR and marketing.

#1 Wall Street Journal Bestseller

Instant New York Times

Bestseller A game-changing
approach to marketing, sales, and
advertising. Seth Godin has

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taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way

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into mainstream business
language, from Permission
Marketing to Purple Cow to
Tribes to The Dip. Now, for the
first time, Godin offers the core of
his marketing wisdom in one
compact, accessible, timeless

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package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their

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company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter

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what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable

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examples to teach you: * How to build trust and permission with your target market. * The art of positioning--deciding not only who it's for, but who it's not for. * Why the best way to achieve your goals is to help others become

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who they want to be. * Why the old approaches to advertising and branding no longer work. * The surprising role of tension in any decision to buy (or not). * How marketing is at its core about the stories we tell ourselves about our

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social status. You can do work
that matters for people who care.

This book shows you the way.

The Workshop Survival Guide

Tribes

Managing and Measuring Social
Media Efforts in Your

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Organization

Turning Strangers Into Friends
And Friends Into Customers
How Personal Videos Accelerate
Sales and Improve Customer
Experience
How to Make a Purple Cow

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How to Use News Releases,
Blogs, Podcasting, Viral
Marketing and Online Media to
Reach Buyers Directly
*Accelerate sales and improve
customer experience Every
day, most working*

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*professionals entrust their
most important messages to a
form of communication that
doesn't build trust, provide
differentiation, or
communicate clearly enough.
It's easy to point to the sheer*

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*volume of emails, text
messages, voicemails, and
even social messaging as the
problem that reduces our reply
rates and diminishes our
effectiveness. But the faceless
nature of that communication*

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*is also to blame. Rehumanize
Your Business explains how to
dramatically improve
relationships and results with
your customers, prospects,
employees, and recruits by
adding personal videos to*

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emails, text messages, and social messages. It explains the what, why, and how behind this new movement toward simple, authentic videos—and when to replace some of your plain, typed-out

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*communication with webcam
and smartphone recordings. •
Restore face-to-face
communication for clarity and
connection • Add a personal,
human touch to your emails
and other messages • Meet*

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*people who've sent thousands
of videos • Learn to implement
your own video habit in an
easy, time-saving way • Boost
your replies, appointments,
conversion, referrals, and
results dramatically If you're*

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*ready to influence, teach, sell,
or serve in a more personal
way, Rehumanize Your
Business is your guide.*

*In the second novel in her
bestselling Edilean trilogy,
Jude Deveraux returns to the*

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idyllic Virginia town where
three best girlfriends joyfully
reunite as they each seek out
their heartfelt dreams and
desires. Kim Aldredge is
delighted that her dear college
"sister" Jecca has found lasting

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*love with Kim's cousin Tristan.
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But despite her flourishing
jewelry-making career, Kim's
own happiness seems as
distant as the childhood
summer when she played the
hours away with young Travis*

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Merritt, who came to Edilean with his mother under mysterious circumstances. At the end of that innocent season, he promised Kim he would return one day . . . and then vanished without even a

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goodbye. Years later, a worn photo is Kim's only proof of the perfect joy they shared. But when she least expects it, Travis, now a savvy Manhattan attorney, will crash into her life once more. Will Kim see

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*the boy she knew under the
man he's become?*

*A game-changing framework
for staying top of mind with
your audience—from the No. 1
company dominating content
marketing What do many*

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*successful businesses and
leaders have in common?*

*They're the first names that
come to mind when people
think about their particular
industries. How do you achieve
this level of trust that*

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*influences people to think of
you in the right way at the
right time? By developing
habits and strategies that
focus on engaging your
audience, creating meaningful
relationships, and delivering*

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value consistently, day in and day out. It's the winning approach John Hall used to build Influence & Co. into one of "America's Most Promising Companies," according to Forbes. In this step-by-step

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guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals: • how consumer needs and expectations have changed

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*and what this shift means for
you • how to build a helpful,
authentic, and consistent
brand that serves others just
as well as it serves you •
proven methods for using
digital content to enrich your*

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Seth Godin
*target audience's lives in ways
that build real, lasting trust
Whether you're a marketing
leader engaging an audience
of potential customers, a
business leader looking to
humanize your company*

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brand, or an industry up-and-comer seeking to build influence, maintaining a prominent spot in your audience's minds will increase the likelihood that the moment they need to make a choice,

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*you'll be the first one they call.
There's no better way to drive
opportunities that result in
increased revenue and growth.
Business is never "just"
business. It's always about
relationships. It's always about*

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*a human connection. When
you're viewed as a valuable,
trustworthy partner, the
opportunities are endless.
Position yourself for success
by establishing and developing
content-driven relationships*

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*that keep you and your brand
Top of Mind.*

*A New York Times, USA
Today, and Wall Street Journal
bestseller In this iconic
bestseller, popular business
blogger and bestselling author*

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Seth Godin proves that winners are really just the best quitters. Godin shows that winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip. Every new project

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*(or job, or hobby, or company)
starts out 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-*

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Sac—a 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 the reward for getting past it. If

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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 book will help you figure out if you're in a Dip that's worthy of your

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*time, effort, and talents. The
old saying is wrong—winners
do quit, and quitters do win.
Truth, Lies, and Advertising
And Other Provocations,
2006-2012
The Mastery Quadrant*

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Poke The Box

*Zooming Evolution and the
Future of Your Company
SUMMARY - Permission
Marketing: Turning Strangers
Into Friends And Friends Into
Customers By Seth Godin*

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The Big Moo
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The difference between helping and selling is just two letters. If you're wondering how to make your products seem more exciting online, you're asking the wrong

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question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To

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win attention these days you must ask a different question: "How can we help?" Jay Baer's Youtility offers a new approach that cuts through the clutter: marketing that is truly, inherently useful. If you

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sell something, you make a customer today, but if you genuinely help someone, you create a customer for life.

Use Social and Viral Technologies to Supercharge Your Customer Service! Use

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this book to bring true
business discipline to your
social media program and
align with your organization ' s
goals. Top branding and
marketing expert Olivier
Blanchard brings together

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new best practices for
strategy, planning, execution,
measurement, analysis, and
optimization. You will learn
how to define the financial
and nonfinancial business
impacts you are aiming

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for--and achieve them. Social
Media ROI delivers practical
solutions for everything from
structuring programs to
attracting followers, defining
metrics to managing crises.
Whether you are in a startup

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or a global enterprise, this
book will help you gain more
value from every dime you
invest in social media. You ' ll
learn how to: Align social
communications with broader
business goals and functions

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Plan for effective
performance measurement
Establish clarity of vision,
purpose, and execution
Implement guidelines and
operations for effectively
managing social media Get

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started by “listening before talking” Integrate social media into long-term marketing programs, short-term campaigns, and brand initiatives Use social media to deliver real-time, optimized

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customer support Leverage
mobility and the “ on-the-fly ”
social media culture Measure
FRY (Frequency, Reach, and
Yield) Includes a foreword by
Brian Solis.

Direct marketing is the key to

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success in the global marketplace. Pioneered by the visionary Lester Wunderman, direct marketing has been used to build such commercial giants as L.L. Bean, the Columbia Record

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Club, and American
Express. Being Direct
describes in vivid detail
Lester Wunderman's
"discovery" of this
revolutionary advertising
strategy. He shows how

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companies can create a more
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profitable and interactive
relationship with consumers
through direct marketing
techniques. He also offers
expert advice on how to
attract, interact with, and

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retain the loyalty of valuable customers. This entertaining and enlightening book is essential reading for any business owner today looking for advertising strategies that work.

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Describes marketing techniques particularly effective for home-based businesses, emphasizing the importance of positioning, word-of-mouth advertising, direct mail, and customer

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service

Seth Godin
Free Prize Inside

How to Design and Teach
Educational Workshops That
Work Every Time

(and It's Always Your Turn)

Uncommon Sense, Common

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Nonsense

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The Learning Technique
Used by Masters to Develop
Deep Expertise
Youtility
Achieve Superhuman Sales
Skills

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*World of Warcrafters, LARPer,
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.*

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Face it. We're all weird. So why are 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

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*survival. This book shows you
how.*

*Most organizations are stuck in a
rut. On one hand, they understand
all the good things that will come
with growth. On the other, they're
petrified that growth means*

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*change, and change means risk,
and risk means death. Nobody
wants to screw up and ruin a good
thing, so most companies (and
individuals) just keep trying to be
perfect at the things they've
always done. In 2003, Seth*

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Godin's Purple Cow challenged organizations to become remarkable—to drive growth by standing out in a world full of brown cows. It struck a huge chord and stayed on the Business-Week bestseller list for nearly two

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years. You can hear countless brainstorming meetings where people refer to purple cows and say things like, “That’s not good enough. We need to create a big moo!” But how do you create a big moo—an insight so astounding

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*that people can't help but remark
on it, like digital TV recording
(TiVo) or overnight shipping
(FedEx), or the world's best
vacuum cleaner (Dyson)? Godin
worked with thirty-two of the
world's smartest thinkers to*

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*answer this critical question. And
the team—with the likes of Tom
Peters, Malcolm Gladwell, Guy
Kawasaki, Mark Cuban, Robyn
Waters, Dave Balter, Red
Maxwell, and Randall Rothenberg
on board—created an incredibly*

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*useful book that's fun to read and
perfect for groups to share,
discuss, and apply. The Big Moo is
a simple book in the tradition of
Fish and Don't Sweat the Small
Stuff. Instead of lecturing you, it
tells stories that stick to your ribs*

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*and light your fire. It will help you
to create a culture that
consistently delivers remarkable
innovations.*

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

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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 leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow

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*employees, customers, investors,
believers, hobbyists, or readers
around an idea, 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*

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the Deadheads). Now the 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 signature wit and storytelling flair, Godin presents

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*the three steps to building a tribe:
the desire to change things, the
ability to connect a tribe, and the
willingness to lead. If you think
leadership is for other people,
think again—leaders come in
surprising packages. Consider Joel*

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*Spolsky and his international tribe
of 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
impossible cliff faces, while Mich*

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Mathews, a VP at Microsoft, ran her internal tribe of marketers from her cube in Seattle. Tribes will make you think—really think—about the opportunities to mobilize an audience that are already at your fingertips. It's not

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easy, but it's easier than you think.

Everything in our world, from marketing to technology to distribution to the capital markets, is moving at a faster pace than ever. Yet most

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*companies view change as a
threat, and survival as the goal.
This book transforms all that. It
contains a simple yet
revolutionary idea: we can evolve
our companies the same way
nature evolves a species.*

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Evolution is a fundamental force of nature, and Seth Godin demonstrates how it can be put to work in any organisation. The first step is to eliminate the anti-change reflex that's genetically coded into all of us. Once a

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company learns to 'zoom' (to change without panicking), it is much more likely to evolve. And a company that evolves can become ever more profitable. For the last five years, bestselling author Seth Godin has repeatedly

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demonstrated the power of his books by living their advice. He used the tactics in PERMISSION MARKETING to drive the book up the bestseller list. He followed the advice of UNLEASHING THE IDEA VIRUS to turn his treatise

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Seth Godin
*into a living example of an
ideavirus. Now, as a committed
zoomer, he shows his legions of
fans how to turn their company
into one that can zoom from one
change to another. It's a formula
for success whether the market is*

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*up or down, whether technology is
hot or not, in all industries, from
retail to tech to services.*

*Why some organisations
consistently outperform others
Turning Strangers Into Friends,
and Friends Into Customers*

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

*The New Rules of Marketing and
PR*

Life Outside the Comfort Zone

Marketing in the Age of

Subscribers, Fans and Followers

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*Transform Your Business by Being
Remarkable*

Whether it is the TV commercial that breaks into our favourite programme or the telemarketing phone call that disrupts a family meal, traditional advertising is based on the hope of snaring our attention away from

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whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity, time, Permission Marketing offers consumers incentives to voluntarily

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accept advertising. Now the Internet pioneer who has dramatically improved marketing effectiveness in media introduces a fundamentally different way of thinking about advertising products and services. By reaching out to only those individuals who have expressed an interest in

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learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness, and greatly improve the chances of making a sale.

Thought-provoking and accessible in

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approach, this updated and expanded second edition of the Permission Marketing: Turning Strangers Into Friends And Friends Into Customers provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A

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flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you

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find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

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

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

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advertising is 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 urges you to put a Purple Cow into everything you build, and everything you do, to create

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something truly noticeable. It's a manifesto for anyone who wants to help create products and services that are worth marketing in the first place. Conventional ways of selling are becoming outdated. Learn what it takes to go from the traditional sales mindset to a tech-enabled sales

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superhero. In tough markets and with more people working remotely, creating a quality sales pipeline in traditional ways is more challenging than ever. As sales technologies continue to evolve and advance, developing technical quotient (TQ) is an essential element of sales success.

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Record-setting sales expert Justin Michael and bestselling sales leadership author Tony Hughes combine to provide practical guidance on how professional sellers can maximize results with an effective sales tech-stack to increase sales effectiveness for outstanding results.

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In Tech-Powered Sales, Michael and
Seth Godin Hughes share helpful advice that:?

Reveal the techniques that enable you
to break through with difficult to reach
buyers Teach you how sales
technologies can be employed for
maximum benefit by raising your TQ
Enable you to make the jump from

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being a beginner to a superuser within your sales team Show you how to thrive in the fourth industrial revolution to leverage technology rather than be at risk of being replaced by it Tech-Powered Sales delivers evidence-based strategies salespeople can use to create more opportunities than ever

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before. If you want to learn how to
maximize your abilities to develop new
business, this is the book for you!

How Brands Become Icons

The Power of Organizing Without
Organizations

The Dip

Social Media ROI

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Rehumanize Your Business

What to Do When It's Your Turn
Audience

Coca-Cola. Harley-Davidson. Nike.
Budweiser. Valued by customers
more for what they symbolize than
for what they do, products like these

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are more than brands--they are
Seth Godin
cultural icons. How do managers
create brands that resonate so
powerfully with consumers? Based
on extensive historical analyses of
some of America's most successful
iconic brands, including ESPN,

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Into Friends And Customers
Seth Godin

Mountain Dew, Volkswagen,
Budweiser, and Harley-Davidson,
this book presents the first
systematic model to explain how
brands become icons. Douglas B.
Holt shows how iconic brands create
"identity myths" that, through

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Seth Godin
powerful symbolism, soothe
collective anxieties resulting from
acute social change. Holt warns that
icons can't be built through
conventional branding strategies,
which focus on benefits, brand
personalities, and emotional

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relationships. Instead, he calls for a deeper cultural perspective on traditional marketing themes like targeting, positioning, brand equity, and brand loyalty--and outlines a distinctive set of "cultural branding" principles that will radically alter

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Seth Godin.
how companies approach everything
from marketing strategy to market
research to hiring and training
managers. Until now, Holt shows,
even the most successful iconic
brands have emerged more by
intuition and serendipity than by

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design. With *How Brands Become Icons*, managers can leverage the principles behind some of the most successful brands of the last half-century to build their own iconic brands. Douglas B. Holt is associate professor of Marketing at Harvard

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Business School.
Seth Godin

Reach more customers than ever
with TARGETED CONTENT Epic
Content Marketing helps you
develop strategies that seize the
competitive edge by creating
messages and “stories” tailored for

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instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing

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and search engine discoverability.

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Joe Pulizzi is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

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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 for fans both old and new. 'Getting your ducks in a row is a fine thing to do. But deciding what

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you are going to do with that duck is
a far more important issue' Seth

Godin is famous for bestselling
books such as Purple Cow and cool
entrepreneurial ventures such as
Squidoo and the Domino Project.

But to millions of loyal readers, he's

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Seth Godin
best known for the daily burst of insight he provides every morning, rain or shine, via Seth's Blog. Since he started blogging in the early 1990s, he has written more than two million words and shaped the way we think about marketing,

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leadership, careers, innovation,
creativity, and more. Much of his
writing is inspirational and some is
incendiary. Collected here are six
years of his best, most entertaining,
and most poignant blog posts, plus a
few bonus ebooks. From thoughts

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Seth Godin
on how to treat your customers to
telling stories and spreading ideas,
Godin pushes us to think smarter,
dream bigger, write better, and
speak more honestly. Highlights
include: -A marketing lesson from
the Apocalypse -No, everything is

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not going to be okay -Organized
Seth Godin
bravery -Choose your customers,
choose your future -Paying attention
to the attention economy -Bandits
and philanthropists Godin writes to
get under our skin. He wants us to
stand up and do something

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remarkable, outside the standards of
Seth Godin
the industrial system that raised us.

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

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Permission Marketing, Purple Cow,
Seth Godin
All 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, is the
most influential business blog in the

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world, and consistently one of the
100 most popular blogs on any
subject.

Evaluates the significant role being
played by technological advances on
the formation and experience of
modern group dynamics, citing such

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examples as Wikipedia and

MySpace to demonstrate the

Internet's power in bridging
geographical and cultural gaps.

40,000 first printing.

Being Direct

The Guerrilla Marketing Handbook

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We Are All Weird

We Need You to Lead Us

Here Comes Everybody

The Icarus Deception

All Marketers are Liars

**Jay Chiat, founder of the
prestigious Chiat/Day**

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**advertising agency
(which created
campaigns for the
Energizer Bunny and
Fruitopia) called it "The
best new-business tool
ever invented.**

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**This book will guide
marketers into the world
of positioning and selling
products and services.
The authors lead the
reader step by step
through the process of**

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**developing a marketing
campaign. They offer
detailed descriptions of
more than a hundred
marketing tools from
contests to affinity
programs, from direct**

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**mail to billboard
advertising. Anecdotes,
graphics, and rules of
thumb are also included.
"A one-two punch! Half
kick in the ass, half
cheerleading**

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encouragement."

**—Steven Pressfield,
author of The War of Art
If you are happy being
just a dreamer, perhaps
you don't need this book.
If you're enjoying the**

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**status quo, don't even
consider reading this
book. If you are content
waiting for success to
find you, please put this
book down and go find
something else to read.**

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**Why has *Poke the Box*
become a cult classic?
Because it's a book that
dares readers to do
something they're afraid
of. It could be what you
need, too. "Is Seth Godin**

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**the Pied Piper for
however many of us have
been afraid to fail? Will I
answer his call? Will
you?" —Peter Shermeta,
reviewing the original
edition of **Poke the Box****

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*** Our summary is short,
simple and pragmatic. It
allows you to have the
essential ideas of a big
book in less than 30
minutes. *By reading this
summary, you will**

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**discover permission
marketing, an alternative
way of looking at
advertising
communication. *You will
also discover that : the
classical forms of**

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**marketing work less and
less well today; to be
effective, an advertising
message must be
relevant and
personalized; permission
marketing is based on an**

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**expected and interactive
communication with the
customer; permission
marketing is based on an
expected and interactive
communication with the
customer; permission to**

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**exchange information
builds a trusting
relationship over time.
*The consumer society
and the rise of the
Internet have
revolutionized the way**

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Seth Godin

**we think about buying.
We are bombarded with
advertising messages on
a wide variety of media.
But this communication is
no longer as attractive
and marketing must now**

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Seth Godin

reinvent itself to remain effective. This is what permission marketing does by making advertising desirable and useful, not intrusive.
***Buy now the summary of**

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Seth Godin

**this book for the modest
price of a cup of coffee!**

**Top of Mind: Use Content
to Unleash Your Influence
and Engage Those Who
Matter To You**

Tech-Powered Sales

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**The Power of Telling
Authentic Stories in a
Low-trust World
Permission Marketing
Epic Content Marketing:
How to Tell a Different
Story, Break through the**

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**Clutter, and Win More
Customers by Marketing
Less**

**The Principles of Cultural
Branding**

Making Advertising Pay

V is for Vulnerable by Seth

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Godin is a full-color ABC book for grown-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

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**highlights twenty-six of Seth
Godin's principles about
treating your work as a form
of art, with illustrations by
acclaimed cartoonist Hugh
MacLeod. A sample: A is for
Anxiety, which is experiencing**

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**failure in advance. Tell
yourself enough vivid stories
about the worst possible
outcome and you'll soon come
to believe them. Worry is not
preparation, and anxiety
doesn't make you better. F is**

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**for Feedback, which can be
either a crutch or a weapon.
Use it to make your work
smaller, safer, and more likely
to please everyone (and fail in
the long run). Or use it as a
lever to further push you to**

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**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 read him before.
Seth Godin is the author of**

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Seth Godin

**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,
is the most influential
business blog in the world,**

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**and consistently one of the
100 most popular blogs on
any subject.**

**Presents an analysis of
current marketing trends,
maintaining that the marketing
campaigns that succeed are**

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**those that cater to the
inclination of consumers to
believe the best story,
irrespective of the facts.
A full-color book about art,
bravery and doing work that
matters**

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**Proprietary audience
development is now a core
marketing responsibility.
Every company needs
audiences to survive. They are
where you find new customers
and develop more profitable**

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**relationships. And yet, most
companies today treat their
email, mobile, and social
media audiences like
afterthoughts instead of the
corporate assets they are.
With AUDIENCE, Jeff Rohrs**

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seeks to change this dynamic through adoption of The Audience Imperative. This powerful mandate challenges all companies to use their paid, owned, and earned media to not only sell in the

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**short-term but also increase
the size, engagement, and
value of their proprietary
audiences over the long-term.
As content marketing
professionals have
discovered, the days of “build**

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it and they will come” are long gone. If you’re looking for a way to gain a lasting advantage over your competition, look no further and start building your email, Facebook, Google, Instagram,

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**mobile app, SMS, Twitter,
website, and YouTube
audiences to last.**

**The Rise of Tribes and the
End of Normal**

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

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to Stick)

Seth Godin
**Guerrilla Marketing for the
Home-based Business
The Art of Account Planning
Why Smart Marketing Is about
Help Not Hype
Survival Is Not Enough**

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Seth Godin

**You Can't Be Seen Until You
Learn to See**

***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***

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***much clutter, too many choices,
and too much spam. And as Seth
Godin's 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***

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***and the only real way to get word
of mouth is to 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***

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that it will virtually 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*

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customers feel just as 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 free*

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Seth Godin

***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 others in***

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***your organization to help you
bring them to life.***

***THE NEW YORK TIMES AND USA
TODAY BESTSELLER! The secret
to successful word-of-mouth
marketing on the social web is
easy: BE LIKEABLE. A friend's
recommendation is more***

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***powerful than any
advertisement. In the world of
Facebook, Twitter, and beyond,
that recommendation can travel
farther and faster than ever
before. Likeable Social Media
helps you harness the power of
word-of-mouth marketing to***

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***transform your business. Listen
to your customers and prospects.
Deliver value, excitement, and
surprise. And most important,
learn how to truly engage your
customers and help them spread
the word. Praise for Likeable
Social Media: Dave Kerpen's***

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*insights and clear, how-to
instructions on building brand
popularity by truly engaging with
customers on Facebook, Twitter,
and the many other social media
platforms are nothing short of
brilliant. Jim McCann, founder of
1-800-FLOWERS.COM and*

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Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box Likeable Social Media cuts through the marketing jargon

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***and technical detail to give you
what you really need to make
sense of this rapidly changing
world of digital marketing and
communications. Being human —
being likeable — will get you far.
Scott Monty, Global Digital
Communications, Ford Motor***

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**Company Dave gives you what
you need: Practical, specific how-
to advice to get people talking
about you. Andy Sernovitz,
author of Word of Mouth
Marketing: How Smart
Companies Get People Talking
What makes some people so**

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***much better than others? Why
are some people so much more
efficient, and able to deliver
better results, in less time and
with lower effort? These people
appear to have some form of
(un)fair advantages, which allow
them to sail through life while***

the rest of us struggle. What are these (un)fair advantages and why are they limited to such a small group of people? Are these (un)fair advantages the privilege of a special few, who have been born with natural talents, special gifts or in the right environment?

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Or are these (un)fair advantages the result of the right kind of effort, that can be developed by anyone willing to put in the work? Most importantly, can you develop these (un)fair advantages too? This book seeks to address these very questions,

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by examining how the very top performers (i.e. masters) across a wide range of disciplines went about developing their skills, and how this differs dramatically from how average people learn the same subject. The Mastery Quadrant helps explain the

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**superior skill development
framework--almost universally
followed by the masters and
ignored by the masses--that
leads to substantially stronger
learning foundations and helps
explain the (un)fair advantages
of masters. The framework**

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***defines 4 distinct quadrants,
each of which are essential steps
towards building expertise in
virtually any skill. The Mastery
Quadrant framework is nothing
but a superior learning
technique, developed by
emulating the learning process***

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followed by the masters. This framework is universally applicable and can help improve the efficiency at which you operate, for virtually any skill or level of expertise. The framework can help you become a better person, cook, parent, employee,

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**entrepreneur, sportsmen or
artist. By following the Mastery
Quadrant framework, a little
additional effort at the start will
lead to a substantial difference in
your longer-term efficiency,
providing you with similar
(un)fair advantages as the**

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***masters. Stop trying to compete
in a fair competition, when you
can compete in an (un)fair one
instead! Just make sure that you
are the one with the (un)fair
advantages, instead of the other
way around. Discover how by
downloading your copy today!***

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This is a book for managers who know that their organisations are stuck in a mindset that thrives on fashionable business theories that are no more than folk wisdom, and whose so-called strategies that are little more than banal wish lists. It puts

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forward the notion that the application of uncommon sense - thinking or acting differently from other organisations in a way that makes unusual sense - is the secret to competitive success. For those who want to succeed and stand out from the herd this

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*book is a beacon of uncommon
sense and a timely antidote to
managerial humbug.*

This Is Marketing

*Stop Trying to Be Perfect and
Start Being Remarkable*

How High Will You Fly?

Internet Marketing and

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Relationship Marketing

Purple Cow

V Is for Vulnerable

**Whatcha Gonna Do With That
Duck?**

Need to run a workshop? Your
attendees are trusting you
with their time and

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Seth Godin
attention. What are you
giving them in return? Most
workshops don't work. They
fail to deliver real results
and they fail to keep the
audience energetic and
engaged. They're stressful
to run and painful to

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Seth Godin
attend. Designing and
running a brilliant workshop
is easier than you think.
It's not about flashy
showmanship or natural
charisma. Instead, it's
about following a set of
clear, simple rules for

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structuring and arranging
the day. Discover and use
key design principles such
as: Naturally refresh and
maintain the audience's
attention and energy by
alternating the "teaching
format" (e.g. lecture, small

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group discussion, hands-on
practice) every 20 minutes
and making strategic use of
good breaks Dramatically
improve your educational
impact by choosing an
exercise which is properly
matched to the type of

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knowledge/skill/wisdom

currently being taught Save
dozens of hours by beginning
your design process with a
simple "skeleton" of
Learning Outcomes and
timings rather than jumping
straight into slides and

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materials Finish on time,
every time, by intentionally
designing flexible "schedule
springs" into your session,
allowing you to seamlessly
adjust to delays and bad
luck, and to ensure that
everyone learns what they

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came for without running
late The first half of the
book covers everything
you'll need to know about
designing and refining the
session itself. With a good
design in hand, teaching a
brilliant workshop goes from

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arduous to nearly automatic.
The second half of the book
shifts from ahead-of-time
design to day-of
facilitation. Learn the
essential facilitation
needed to solve unexpected
problems and run a smooth,

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stress-free workshop:

Reliable tools and tactics
for crowd control,
recovering attention, and
shifting between tasks
(without feeling like you're
fighting against your
audience) Clear guidance for

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Seth Godin
picking the best room setup,
and also improving a "bad"
room to make the most of it
Spotting and problem-solving
the six major types of
"difficult" attendees who
are being either
accidentally or

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intentionally disruptive
(including the most common
issue of bringing a hostile
expert onto your side)

Checklists and reminders of
what to bring, what to do,
and when to do it, in order
to ensure that nothing gets

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forgotten, overlooked, or
lost At no point in the book
will we ask you to "put on a
big smile" or "project
confidence". That's fluffy
BS which doesn't work.
Instead, we'll give you
clear, concrete tools for

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managing a crowd and
seamlessly guiding everyone
to an effective outcome. Why
we're the right authors to
help you succeed Over the
last 15 years, we've
designed and run a huge
number of successful

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workshops (and a few major flops) covering every type of audience: executives, undergrads, MBAs, disadvantaged youths, busy professionals, and more. We've designed everything from 20-minute teasers to

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Seth Godin
3-month intensives, in
locations ranging from Costa
Rica and Qatar to London and
Berlin. We've taught for
companies like HP and
Deloitte and for
universities like Oxford and
NYU. We've built workshops

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Seth Godin
for every price point, from
free upskilling (paid for by
the state or employer)
through to \$4000-per-seat
premium events. We've taught
casual sessions, with beer
in hand and flip-flop on
foot, through to formal,

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posh affairs with glitzy
venues and high-end
catering. In every case, no
matter where it was located
or who it was for, the
process outlined in these
pages worked. Perhaps most
importantly, we can teach

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you how to do this. We've
trained up teachers from
scratch who are now billing
upwards of \$5000 per day and
getting invited back to
teach again and again. This
stuff isn't complicated. You
can learn it!

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**Turning Strangers Into
Friends and Friends Into
Customers**

Shift Happens

**Stranger in the Moonlight
Likeable Social Media: How
to Delight Your Customers,
Create an Irresistible**

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Brand, and Be Generally
Seth Godin
Amazing on Facebook (& Other
Social Networks)