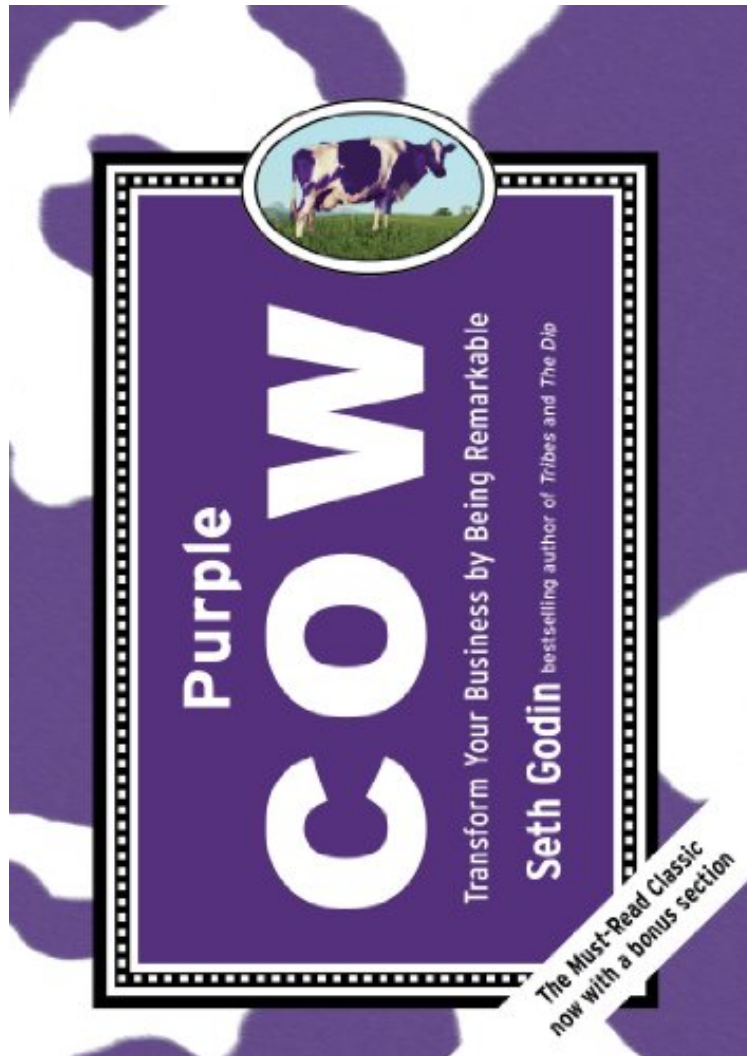


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The cult classic that revolutionized marketing by teaching businesses that yoursquo;re either remarkable or invisible. Few authors have had the kind of lasting impact and global reach that Seth Godin has had. In a series of now-classic books that have been translated into 36 languages and reached millions of readers around the world, he has taught generations of readers how to make remarkable products and spread powerful ideas. In *Purple Cow*, first published in 2003 and revised and expanded in 2009, Godin launched a movement to make truly remarkable products that are worth marketing in the first place. Through stories about companies like Starbucks, JetBlue, Krispy Kreme, and Apple, coupled with his signature provocative style, he inspires readers to rethink what their marketing is really saying about their product. In a world that grows noisier by the day, Godin's challenge has never been more relevant to writers, marketers, advertisers, entrepreneurs, makers, product managers, and anyone else who has something to share with the world.

From Publishers WeeklyThe world is changing ever more rapidly, and the rules of marketing are no different, writes Godin, the field's reigning guru. The old ways-run-of-the-mill TV commercials, ads in the Wall Street Journal and so on-don't work like they used to, because such messages are so plentiful that consumers have tuned them out. This means you have to toss out everything you know and do something "remarkable" (the way a purple cow in a field of Guernseys would be remarkable) to have any effect at all, writes Godin (*Permission Marketing; Unleashing the Ideavirus*). He cites companies like HBO, Starbucks and JetBlue, all of which created new ways of doing old businesses and saw their brands sizzle as a result. Godin's style is punchy and irreverent, using short, sharp messages to drive his points home. As a result the book is fiery, but not entirely cohesive; at times it resembles a stream-of-consciousness monologue. Still, his wide-ranging advice-be outrageous, tell the truth, test the limits and never settle for just "very good"-is solid and timely. Copyright 2003 Reed Business Information, Inc.About the AuthorSeth Godin is the author of *Tribes*, *The Dip*, *All Marketers Are Liars*, *Permission Marketing*, and many other international bestsellers that have changed the way businesspeople think and act. He's the most influential business blogger in the world and consistently one of the twenty-five most widely read bloggers in any category. He's also the founder and CEO of Squidoo (a successful Internet company) and a very popular lecturer. He lives in Westchester, New York. Visit www.SethGodin.com and click on his head.