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Small Is the New Big: And 183 Other Riffs, Rants, and Remarkable Business Ideas

By Seth Godin

Portfolio Hardcover. Hardcover. Book Condition: New. Hardcover. 352 pages. Dimensions: 9.1in. x 6.0in. x 1.1in. 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 status quo, the ordinary, the boring. His books, blog posts, magazine articles, and speeches have inspired countless entrepreneurs, marketing people, innovators, and managers 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 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 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 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 gobble in one sitting or dip into at any time. As Godin writes in his introduction: I...



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An incredibly amazing ebook with perfect and lucid answers. It is written in basic terms and never difficult to understand. It's been written in an exceptionally basic way and it is only right after I finished reading this ebook in which it in fact modified me, affected the way I really believe.

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Extremely helpful for all class of individuals. Better than never, though I am quite late in starting reading this one. I realized this publication from my dad and he suggested this ebook to discover.

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