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

Seth Godin

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small is the new big

and 193 other riffs, rants, and
remarkable business ideas

from the bestselling author of *Purple Cow* and *Permission Marketing*

SETH GODIN

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Seth Godin : Small Is the New Big: and 183 Other Riffs, Rants, and Remarkable Business Ideas before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Is the New Big: and 183 Other Riffs, Rants, and Remarkable Business Ideas:

1 of 1 people found the following review helpful. Motivational MarketingBy Robert W. KellemenSeth Godin knows how to market through motivation. His books are not deep and dense. They are quick and hyper. "Small Is the New Big" is the epitome of Godin's style. It is a collection of 184 blog posts, e-books, columns, chapters, and articles. From a free blog to a \$25.00 book--not bad work if you can get it.This is not criticism--it's factual praise. Godin understands the new world and its demand for blended information technology--the blog is the column is the chapter is the book . . . And he practices what he preaches.The book itself, like any collated book, is uneven. The author challenges readers

to select any ten "posts" and dares them not to be changed. I suppose the simple statistical possibilities would suggest that a random sampling would lead to some motivational, challenging, and helpful posts and some less so. That has been my experience. I will say this, he is always interesting, passionate, self-assured. Of course, many of those late-night infomercials are the same. But in fairness to Godin, his ideas, while not novel, are much more useful than the self-serving infomercials. It's just that they are not as useful and unique as they seem to claim to be. After a while the claim to remarkability becomes a constant dripping that causes one to wonder just how remarkable (purple-cow-like) any of it is. In other words, less telling us how remarkable it is and just be remarkable. 8 of 8 people found the following review helpful. Informative, Inspiring, and Entertaining By Alfi hadn't read Seth's blog, so I wasn't sure what to expect. It turned out to be one of the best experiences I've had reading a business book. First of all, there are some great ideas in the book. Most have to do with marketing and product development. Even better, however, is that many essays teach you how to think up your own ideas. Second, Seth is an extremely talented and funny writer. I found myself laughing out loud several times as I was reading. Like all great humor, it was never gratuitous and served to support the point he was making. Third, the individual essays are short enough so that you can pick it up and start reading without making a huge time commitment. Each essay is self contained, so you can stop just about anywhere without interrupting a long chain of logic. (This is manna to an "agile project manager" like me.) Finally, I find it truly inspiring. After I read some of it I feel renewed and excited about working. Don't miss out on this informative, inspiring and entertaining book. 2 of 2 people found the following review helpful. Great Advice, Maybe Even Inspirational - But His Voice Gets Annoying Though By J. Jacobs This was my first audiobook ever and I thoroughly enjoyed it. I listened to it during my daily commutes to work and finished it in about two weeks or so. I was a great alternative to the NPR News drone I usually listen to. As for the content: it's excellent. Inspirational even. Seth Godin is one of those visionary, charismatic types - even if his voice gets a bit whiny and annoying at times. Although I'm not someone who is in the "new media" industry - I still found his points of view the sort that spur people to action no matter what field they are in. Last note: at \$30, get the iTunes/mp3 version and save yourself a few bucks.

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 guarantee that you'll find some ideas that don't work for you. But I'm certain that you're smart enough to see 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." From the Hardcover edition.

From Publishers Weekly In what's likely to be the next in a string of bestselling marketing guides (after Purple Cow), Godin compiles entries from his popular blog. Many are only a few paragraphs long, though he also adds longer entries, from his Fast Company column, to the mix. The pieces are arranged alphabetically by title rather than chronologically, leading to occasional choppiness, but Godin's ability to hone in on key issues remains intact. Following up on the themes of his earlier books, he reminds readers that the first key to successful marketing is to produce something remarkable and let it grow. "If your idea is great, people will find you," he advises. "[I]f your target audience isn't listening, it's not their fault, it's yours." He urges people to take control of their creative lives by taking responsibility for tough decisions and pushing themselves to make bolder choices. (His advice to McDonald's, for example, includes free wireless Web access at every restaurant.) The appendix contains two lengthy essays on Web design and blogs that were previously distributed as e-books. These are a more polished than the casual main entries, but still exhibit the spontaneous energy that has earned Godin so many loyal fans. (Aug. 17) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Godin, author and business blogger, presents a collection of essays that are thoughtful and wise. His ideas are skillfully presented with themes that include being big is no longer an advantage, so act small if you want to be big; with instant communication, lies get exposed faster than ever; consumers are more powerful than ever; and Aretha Franklin is correct: respect is the secret to success with people. His comments on business schools are challenging and contain his list of five things that help people succeed, including finding, hiring, and managing extraordinary people; embracing a changing world while effectively prioritizing tasks in it; and the ability to sell. Readers skip his riff on Web design and strategy at their peril.

Along with his definition of velocity--a company's ability to zig and zag and zoom or change with speed--Godin tells us, "Give me five serially incompetent executives with a focus on velocity, and I can change the world." Excellent. Mary Whaley Copyright copy; American Library Association. All rights reserved From the Back Cover "Godin's collection is arranged alphabetically and was compiled mostly from his short, snappy blog, Fast Company column and e-books.... His riffs jump wildly, from the strategy of coming up with a cool name for your business to thoughts on polka music playing on elevators.... If you're looking for a jump-start, this is a good place to begin." -USA Today "Godin's keen insights on the nature of business in this early part of the 21st century are extremely practical and relatable. Though he's a big thinker, there's nothing eggheaded or esoteric in his writing.... He riffs on various factors affecting modern business: the Internet, time deficits, scarcity, the power of stories, the value of authenticity, the death of mass marketing, excellence, incompetence and how these things create challenges and opportunities for people and companies. For all Godin's savvy, the one thing he rarely gets credit for is his writing. The simplicity and clarity with which he conveys his ideas is assumed, but it's not easy to do, believe me." -Miami Herald "Read this book a few pages at a time. Why? The book contains statements and ideas that make you think. You need time to mull them over. Time to think about how you might apply them. Take away what you need. Make copies of what you found interesting and give them to your coworkers. Repeat every few days." -Chicago Tribune "Godin's writings are generally inspirational - the book is a huge bowl of ideas that you can gobble in one sitting or dip into at any time." - BlogCritics.org "Seth's real gift is his ability to think big, to challenge the status quo, and to inspire your own big ideas in return. In other words, you won't leave the table hungry." -MarketingProfs.com "Business and marketing ideas from one of the genre's most original thinkers.... Godin writes with humor and infectious energy, and there are plenty of engaging stories and ideas here to get you out of a rut and help jump-start your creativity.... Godin's inspired worldview - in which the most mundane experiences trigger great business ideas - makes for an educational and enjoyable read." -Kirkus Reports