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Purple Cow

Transform Your

**Purple Cow**

**Business By**

**Transform**

**Being Remarkable**

**Your**

**Business By**

**Being**

**Remarkable**

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## **Purple Cow Transform Your Business**

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

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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.

**Purple Cow, New Edition: Transform Your Business by Being ...**

*Page 5/26*

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The strategy of the purple cow preaches the need to be a leader; the need to make your innovations the marketing strategy itself; and the need to pursue the right customers (going after people who are ahead of the curb and will bring your product to the majority. In a field of black and white, be the purple cow.

**Purple Cow:**

*Page 6/26*

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Purple Cow

Transform Your

**Business by Being  
Remarkable by ...**

Every business owner or employee should have a copy. The book is filled with new insights on how to be better and discover one's "purple cow"... and then milk it. The book is more of a guide and it is full of facts and information about how big brands became successful and either loss that success

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**Purple Cow:**

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**Remarkable ...**

Purple Cow: Transform Your Business by Being Remarkable is a 2003 book by Seth Godin.

The book presents Godin's personal belief that creative advertising is less effective today because of clutter and advertising avoidance.



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**Purple Cow:  
Transform Your  
Business by Being  
Remarkable**

This is a book about why you need to put a Purple Cow into everything you build, why TV and mass media are no longer your secret weapons, and why the profession of marketing has been changed forever. Stop advertising and start innovating. Before,

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During, and After  
Before Advertising,  
there was word of  
mouth.

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## **Purple Cow: Transform Your Business by Being Remarkable**

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Seth Godin. In Purple

Cow, Seth Godin urges

you to place a Purple

Cow into all that you

manufacture, and all

that you do, to make

something genuinely

recognizable. It's a

pronouncement for

advertisers who need

to help make items

that merit showcasing

in any case.

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**Seth Godin**  
Purple Cow: Transform  
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Remarkable Paperback

- 27 January 2005. by.

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called "Purple Cow" by  
Writer name, the New  
York Times bestselling  
author. Inside the  
Purple ...

## **Transform Your Business by Being Remarkable**

When Seth Godin's  
Purple Cow: Transform  
Your Business by Being  
Remarkable was first  
published in 2003,  
marketers thought  
they had found the  
Holy Grail of success.

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## **The Myth of the Purple Cow in Marketing**

Part wake-up call, part  
action plan, Purple Cow  
shows organizations  
how to add

distinction--and avoid  
extinction."--Tom

Kelley, author of The  
Art of Innovation

"Godin is endlessly  
curious, opinionated,  
and knowledgeable on

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a wide variety of  
subjects. He is a

relentless

marketer...and also a

clear-eyed visionary

with strong and

sensible ideas."--

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What does a purple

cow have to do with

marketing? Seth Godin

says everything. For

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Godin uses the principle of the Purple Cow to show businesses how to leave behind their boring marketing strategies and stand out from the herd. Risky, edgy, and enlightening, Purple Cow will stand with Malcolm Gladwell's *The Tipping Point* and Godin's other books as classics of business innovation.

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**Purple Cow :**

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**Business by Being**

**Remarkable ...**

Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his now-legendary New York Times bestseller, Seth Godin urges you to put a Purple Cow into everything you build, and everything

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you do, to create

something truly

noticeable.

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Being Remarkable

**Purple Cow:  
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Business by Being  
Remarkable ...**

Part wake-up call, part  
action plan, Purple Cow  
shows organizations  
how to add

distinction—and avoid  
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Kelley, author of The  
Art of Innovation

“Godin is endlessly

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subjects.

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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

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**Purple Cow:  
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This book tells about a new P— Purple Cow — that is extremely important to marketers in today's fast-paced, highly competitive business environment. Purple Cow refers to a product or service that is different from the

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rest and somehow  
remarkable. Purple

Cowtells about the  
why, the what, and the  
how of remarkable.

**Transform Your  
Business by Being  
Remarkable PURPLE  
COW**

But now you may be  
wondering what a  
“Purple Cow” is and  
why you need one. In  
his book Purple Cow:  
Transform Your  
Business by Being



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Remarkable Seth talks about the necessity of standing out, being different and doing something remarkable. In short, a Purple Cow is something that is worth talking about. Something that is remarkable.

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