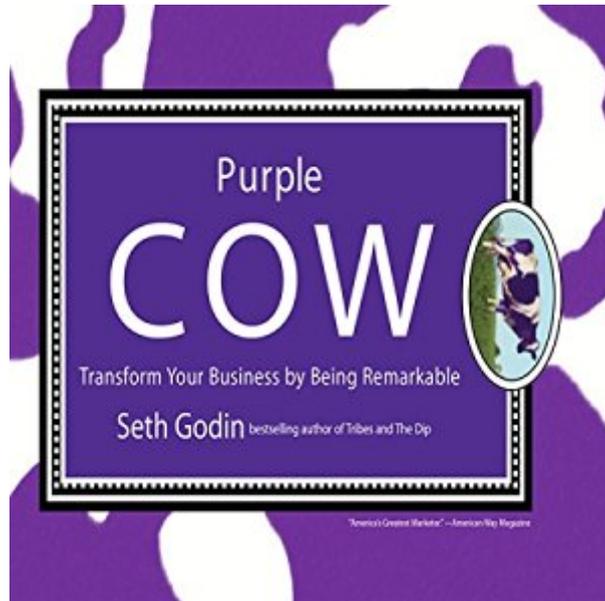


The book was found

Purple Cow: Transform Your Business By Being Remarkable



Synopsis

You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do 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 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 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. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

Purple Cow is probably the most overrated business book published in 2003. Let me save you money and time. Read the summary below rather than buying and reading this book: Marketing should begin with a differentiated product or service that gets attention (like a purple cow does among a field of brown ones). Be sure that those who care deeply about that differentiation learn about your product or service (as Krispy Kreme does by providing free donuts when it opens a new store). Those who care will e-mail and tell everyone they know (the ideavirus concept Mr. Godin has written about before). Keep adding new differentiated enhancements to your product or service (pretty soon you don't find a purple cow so interesting). Start looking for totally new business models that provide a breakthrough like your first purple cow did. Don't waste your time and money on

advertising. Alternatively, it's dangerous not to do this because your product or service will be lost among all of the other brown cows (undifferentiated offerings). I congratulate Mr. Godin on his marketing skill. Turning these few old saws with a few new examples into a best seller is outstanding marketing. Otherwise, I would grade this book as a one star effort. It will only be of value to those who have never read anything about the power of business model innovation. To learn how to do successful business model innovation, you will have to look elsewhere. I was particularly disappointed that he relied on examples that are so old. Starbucks, HBO and Krispy Kreme, for instance, haven't done a business model innovation in years. Only the JetBlue example is recent. Yet the world is full of new examples he could have talked about. Actually, the book's key metaphor is flawed.

This is a not highly original book which is apparently using a gimmicky title and cover to make itself stand out. I'm not sure why because Seth Godin has written better books and it's not like he necessarily needs to go the gimmicky "look-at-me, look-at-me" route to sell books. All Godin has done here is write a book on branding and positioning. Godin is trying very hard here to sell us on the idea that what he suggests is new and different and that the old ways of marketing do not work. Hate to tell him this, but talk to people who are genuinely out there fighting for customers in the marketplace and you find that the old ways still work quite well. P&G has managed to stay pretty successful (not that they don't have an occasional bump in the road) sticking to a tired-and-true marketing formula, as have many other companies. This book is simply about product or service differentiation that attracts attention (as a purple cow in a field of brown ones would). It's not necessarily new and different, and some of his examples may well be flawed. For example, JetBlue is a marvelous success (and I wish that would come to our part of the country), but all they did was build on the Southwest Airlines template for success. JetBlue also had the marked advantage of being one of the best financed start-ups in airline history. I think their success is more the result of good management more than anything else. And for the most part, Godin seems to use examples of companies that are now well-established in the marketplace, e.g., Starbucks, HBO and Krispy Kreme. While I think he's use of JetBlue does not necessarily support his premise, at least it is a relatively new entity. Why did he not use more examples of newer companies?

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