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Seth Godin offers inspiration, ideas, and roadmaps to those starting their own business. To encourage bootstrappers, he shares his own story and covers other bootstrappers (from Dell Computer to Haagen Dazs) who have parlayed a great idea into a sizable fortune, using the smart strategies and cash-stretching tactics revealed in this book.

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Discover 43 Ideas For Businesses You Can Start Today! Whether you're transitioning from an old career into a new one, facing the all-too-familiar struggle to stay at home with the kids and remain productive, or retiring and looking for what's next, a business and a home-based business is a great opportunity! In this 'Promote Tactics' guide you will discover: 43 business ideas that you can begin building today without a huge amount of capital. Useful information on that particular business to help you decide whether or not it's the right one for you. Each business idea is organized neatly for easy reading. You will also find out the average income for each business and what qualifications are required (if any). ...and much, much more! These 43 ideas are businesses where you can offer services all the way to online businesses!

The book that sparked a marketing revolution. "This is a subversive book. It says that the marketer is not--and ought not to be--at the center of successful marketing. The customer should be. Are you ready for that?" --From the Foreword by Malcolm Gladwell, author of *The Tipping Point*. Counter to traditional marketing wisdom, which tries to count, measure, and manipulate the spread of information, Seth Godin argues that the information can spread most effectively from customer to customer, rather than from business to customer. Godin calls this powerful customer-to-customer dialogue the ideavirus, and cheerfully eggs marketers on to create an environment where their ideas can replicate and spread. In lively detail, Godin looks at the ways companies such as PayPal, Hotmail, GeoCities, even Volkswagen have successfully launched ideaviruses. He offers a "recipe" for creating your own ideavirus, identifies the key factors in the successful spread of an ideavirus (powerful sneezers, hives, a clear vector, a smooth, friction-free transmission), and shows how any business, large or small,

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can use ideavirus marketing to succeed in a world that just doesn't want to hear it anymore from the traditional marketers.

43 ideas for businesses you can start today. Each idea and business is organized neatly for easy reading. Features businesses which require and don't require any qualifications. Find out the average income for each business. These 43 ideas are businesses where you can offer services all the way to online businesses. Plus, lots more!

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.

How to find the soft innovation that will make your product, service, school, church, or career worth talking about. We live in an era of too much noise, too much clutter, too many choices, and too much spam. And as Seth Godin's 200,000-copy bestseller Purple Cow taught the

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business world, the old ways of marketing simply don't work anymore. The best way to sell anything these days is through word of mouth and the only real way to get word of mouth is to create something remarkable. Free Prize Inside, the sequel to Purple Cow, explains how to do just that. It's jammed with practical ideas you can use right now to make your product or service remarkable, so that it will virtually sell itself. Remember when cereal came with a free prize inside? Even if you already liked the cereal, it was the little plastic toy that made it irresistible. Godin explains how you can think of a bonus that will make your customers feel just as excited, no matter what business you're in. Consider these free prizes:

- The Tupperware party, which turned buying plastic bowls into a social event
- Flintstones vitamins, which turned a serious product into something fun
- The free change-counting machine at every Commerce Bank branch
- The little blue box from Tiffany, which makes people happy before they even open it

This book offers a way to create free prizes quickly, cheaply, and reliably and persuade others in your organization to help you bring them to life.

IT'S YOUR BUSINESS was an immediate Wall Street Journal bestseller and garnered tremendous media attention from entrepreneurs and small business owners. With advice from Ramberg and such notable entrepreneurs as Blake Mycoskie and Guy Kawasaki, this right-to-the-point book covers topics from human resources to finance, public relations to sales, and much, much more -- all geared towards the small business owner. Knowing that entrepreneurs have no time to waste, Ramberg presents simple and effective guidance that can be put to use right away. This book will be indispensable for every small business owner, from a family-owned store to a venture capitalist-backed start up.

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Wondrous, horrifying, achingly human: The best short stories by “one of the greatest writers of science fiction and fantasy who ever lived” (Stephen King). One of science fiction’s most beloved trailblazers, Hugo and Nebula–Award winning author Theodore Sturgeon wrote novels and short fiction that inspired and amazed readers and critics alike. In *Selected Stories*, thirteen of Sturgeon’s very best tales have been gathered into one collection: Here are stories of love and darkness, transcendence and obsession, alien contact and human interaction. In the devastating wake of a nuclear holocaust, an actress performs her swan song before a small audience of survivors. A machine is possessed and intent upon destruction. Humankind’s place in the vast cosmos is explored, as is the strange humanity of evil. In the author’s acclaimed story “The Man Who Lost the Sea,” a life is reconstructed in bizarre shattered fragments. And in “Slow Sculpture,” Sturgeon’s award-winning classic, a breast cancer patient surrenders to a healer’s most unorthodox methods. Lyrical, often witty, frequently provocative, and always surprising, *Selected Stories* covers a wide range of human and inhuman emotion and experience, deftly traversing the borders between science fiction, dark fantasy, and horror. This ebook features an illustrated biography of Theodore Sturgeon including rare images and never-before-seen documents from the University of Kansas’s Kenneth Spencer Research Library and the author’s estate, among other sources.

Whether it is the TV commercial that breaks into our favourite programme or the telemarketing phone call that disrupts a family meal, traditional advertising is based on the hope of snaring our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing,

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and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity, time, Permission Marketing offers consumers incentives to voluntarily accept advertising. Now the Internet pioneer who has dramatically improved marketing effectiveness in media introduces a fundamentally different way of thinking about advertising products and services. By reaching out to only those individuals who have expressed an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness, and greatly improve the chances of making a sale.

Most organizations are stuck in a rut. On one hand, they understand all the good things that will come with growth. On the other, they're petrified that growth means change, and change means risk, and risk means death. Nobody wants to screw up and ruin a good thing, so most companies (and individuals) just keep trying to be perfect at the things they've always done. In 2003, Seth Godin's Purple Cow challenged organizations to become remarkable—to drive growth by standing out in a world full of brown cows. It struck a huge chord and stayed on the Business-Week bestseller list for nearly two years. You can hear countless brainstorming meetings where people refer to purple cows and say things like, "That's not good enough. We need to create a big moo!" But how do you create a big moo—an insight so astounding that people can't help but remark on it, like digital TV recording (TiVo) or overnight shipping (FedEx), or the world's best vacuum cleaner (Dyson)? Godin worked with thirty-two of the world's smartest thinkers to answer this critical question. And the team—with the likes of Tom Peters, Malcolm Gladwell, Guy Kawasaki, Mark Cuban, Robyn Waters, Dave Balter, Red

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Maxwell, and Randall Rothenberg on board—created an incredibly useful book that’s fun to read and perfect for groups to share, discuss, and apply. The Big Moo is a simple book in the tradition of Fish and Don’t Sweat the Small Stuff. Instead of lecturing you, it tells stories that stick to your ribs and light your fire. It will help you to create a culture that consistently delivers remarkable innovations.

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