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Purple Cow, New Edition: Transform Your Business By Being Remarkable--Includes New Bonus Chapter



Synopsis

You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Starbucks and JetBlue and KrispyKreme and Apple and DutchBoy and Kensington and Zespri and Hard Candy have that you don't? How do they continue to confound critics and achieve spectacular growth, leaving behind former tried-and true brands to gasp their last? Face it, the checklist of tired 'P's marketers have used for decades to get their product noticed -Pricing, Promotion, Publicity, to name a few-aren't working anymore. There's an exceptionally important 'P' that has to be added to the list. It's Purple Cow. Cows, after you've seen one, or two, or ten, are boring. A Purple Cow, though...now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff-a lot of brown cows-but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period. In Purple Cow, 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 marketers who want to help create products that are worth marketing in the first place.

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Customer Reviews

I have to admit, I like marketing books. In graduate school, my favorite classes had a marketing focus. So when I saw this book about marketing I felt a strong pull to read it. Maybe it's the fact that I live in Vermont where black and white cows are everywhere. Maybe it was the intriguing purple

cow milk cartons that were around to initially promote the book. Maybe it was the purple cow on Seth Godin's website. Whatever it was, I was sold and got the book. I would label this book as a "pop" marketing book. This book is to marketing like a mass-media self-help book is to psychology. If you are a business owner or solo entrepreneur don't look to this book to really help you build a market strategy. If you are looking for a nuts and bolts marketing book, this book is not it. David Bangs' "Market Planning Guide" is what you need. This is a "fun" book: a book to put on your night stand and read a few pages before you go to sleep; a book to supplement what you already know; a book to reinforce your existing strategies. This would be a good book to read on a plane flight or on vacation while sitting around the pool drinking margaritas. It is cute enough to be entertaining while being wrapped in some thought-provoking concepts. There is nothing "new" in this book. No comparative studies document the purple cow phenomenon. The examples seem only to illustrate the author's ability to come up with clever terms to apply to pre-existing concepts. For example the "sneezer" metaphor just presents as silly and distracting.

Being a new small business owner with little to no marketing experience I surfed the internet in hopes of finding anything of value that could make a difference for my newly blossoming skin care business. Was delighted to come across this purple gem of a book, purple Cow by Seth Godin. I began reading it and did not put it down until it was finished, each page became a journey to discover a new gem to highlight with my pen. Seth first covers how the long standing traditional marketing checklist (the P's of marketing) is now no longer enough. This new P he states is even more important. It's the P for Purple Cow. What could be more remarkable than a purple cow? And being and finding a way to have your business be remarkable is what this book is all about. Seth's style of writing was informative while entertaining, it held my interest without being boring and full of statistics. What I most enjoyed about the book was that it didn't say $1+1=2$ (or otherwise lay out a specific strategy), but more importantly got me to really start thinking creatively, to really start thinking out of the box. A most poignant section of the book for me was "In Search of Otaku." As Seth states, "Otaku, it turns out, is at the heart of the purple Cow phenomenon." No...am not gonna spoil the surprise and explain Otaku....much better for you to discover this magical Japanese concept yourself. Also very helpful are the numerous actual case studies of businesses who have in their own way found a Purple Cow. To me it was like experiencing one idea after another of what really works in the world of marketing and what made each business find its own remarkableness.

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