

# Small Is the New Big: And 193 Other Riffs, Rants, and Remarkable Business Ideas



Seth Godin, one of today's most influential business thinkers, writes best-selling books like *Purple Cow* and *All Marketers Are Liars*. And in between those annual books, he delivers a daily stream of ideas on one of the world's most popular blogs. Collected here for the first time are eight years of his very best blog posts, magazine columns, and e-books. *Small is the New Big* offers ideas and stories that can change how you work, what you buy, and how you see the world. It's an entertaining snapshot of Godin's fiercely original brain. Who else would argue that Fluffernutter was a brilliant business model? That we need a service that charges to send e-mail? That you can learn more about design at Hershey Park than at an Apple store, and more about marketing at summer camp than at b-school? All of these riffs add up to a few essential themes: Small is the new big because big has gone from a huge advantage to a liability. Authentic stories spread and last, but lies get exposed faster than ever. The ability to change fast is the single best asset for any person or organization. Aretha was right: Respect is the secret to success. It's easier than ever to become remarkable. There's no excuse for sticking with mediocrity.

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