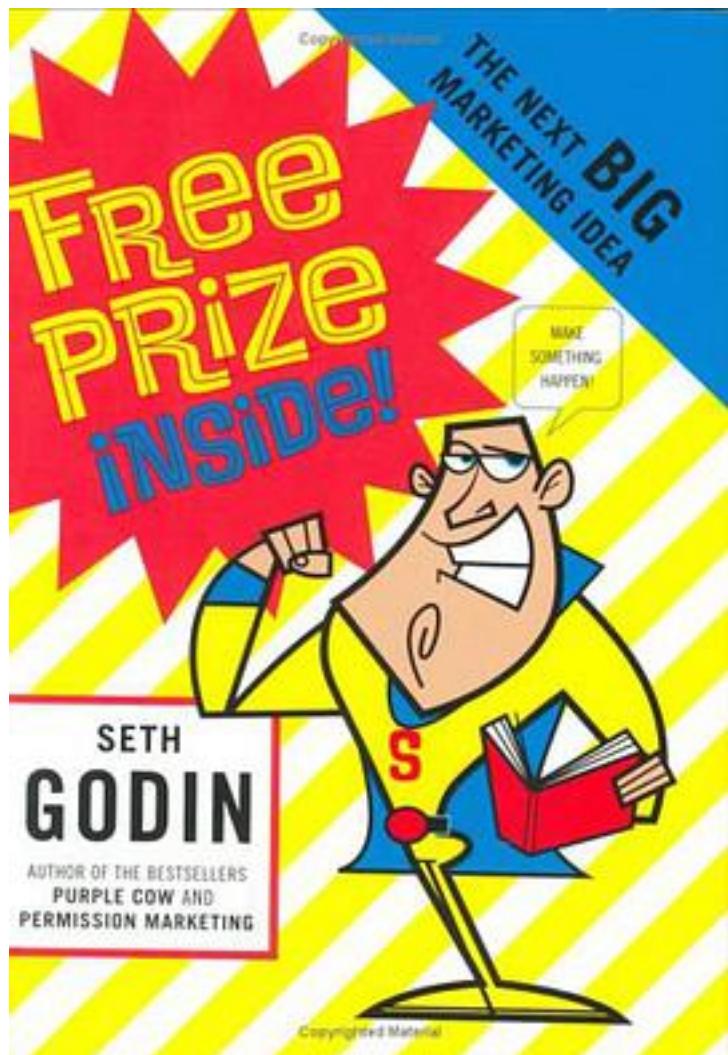


# Free Prize Inside!



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## 在线阅读本书

Purple Cow was the #1 bestselling marketing book on Amazon in 2003. Now in Free Prize Inside , Seth Godin is back with practical advice on how to put Purple Cow thinking to work inside your organization (big or small, profit or non) to MAKE SOMETHING HAPPEN. The next big marketing idea is a proven strategy for making your products or services so remarkable that they practically sell themselves. Purple Cow taught marketers the value of standing out from the herd, which is how companies like Krispy Kreme and JetBlue made it big. But it left readers hungry for more: How do you actually think up new Purple Cows? And how do you get them adopted by risk-averse Brown Cow companies? Free Prize Inside delivers those answers and much more. Its a fun guide to doing innovative marketing that really works when the traditional approaches have all stopped working. Thirty years ago, the best way to sell something was to advertise it on television. But todays consumers are cynical, and your product or service had better be more than just hype and clever advertising. Even better, it ought to come with a market-changing innovationa free prize inside. You dont have to spend a fortune to create something cool that virtually sells itself. Think of simple but powerful innovations like the Tupperware party, Flintstones vitamins, G.I. Joe (a doll just for boys), Lucille Roberts (a gym just for women), and frequent flier miles. Free Prize Inside will teach you how to create those kinds of blockbusters at your own company without a bunch of MBA-brainwashed marketers. You dont have to be a geniusyou just need curiosity, initiative, and a strategy for overcoming resistance when you champion your idea. Were all marketers now, no matter what our job titles. With Godins help, we can find the free prize that will transform our companies.

## 作者介绍:

賽斯 · 高汀 (Seth Godin)

前Yahoo 直效行銷副總裁，其暢銷著作有《願者上勾》 (Permission Marketing) 、《釋放點子病毒》 (Unleashing the Ideavirus) 及《行銷不過是個噴嚏》 (Unleash Ideavirus)、《紫牛》 (Purple Cow, 商智文化) ，他同時也是知名的演講者，及《快速企業》 雜誌 (Fast Company) 的專欄作家。高汀被譽為當今觀察力最敏銳、直觀最強的行銷人。

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