

Tribes



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A tribe is any group of people, large or small, who are connected to one another, a leader, and an idea. For millions of years, humans have been seeking out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). It's our nature.

Now the Internet has eliminated the barriers of geography, cost, and time. All those blogs and social networking sites are helping existing tribes get bigger. But more important, they're enabling countless new tribes to be born—groups of ten or ten thousand or ten million who care about their iPhones, or a political campaign, or a new way to fight global warming.

And so the key question: Who is going to lead us?

The Web can do amazing things, but it can't provide leadership. That still has to come from individuals—people just like you who have passion about something. The explosion in tribes means that anyone who wants to make a difference now has the tools at her fingertips.

If you think leadership is for other people, think again—leaders come in surprising packages. Consider Joel Spolsky and his international tribe of scary-smart software engineers. Or Gary Vaynerhuck, a wine expert with a devoted following of enthusiasts. Chris Sharma leads a tribe of rock climbers up impossible cliff faces, while Mich Mathews, a VP at Microsoft, runs her internal tribe of marketers from her cube in Seattle. All they have in common is the desire to change things, the ability to connect a tribe, and the willingness to lead.

If you ignore this opportunity, you risk turning into a “sheepwalker”—someone who fights to protect the status quo at all costs, never asking if obedience is doing you (or your organization) any good. Sheepwalkers don’t do very well these days.

Tribes will make you think (really think) about the opportunities in leading your fellow employees, customers, investors, believers, hobbyists, or readers. . . . It’s not easy, but it’s easier than you think.

作者介绍:

Seth Godin

Seth Godin is an entrepreneur, a sought-after lecturer, a monthly columnist for Fast Company, and an all-around business gadfly. He’s the bestselling author of *Permission Marketing*, *Unleashing the Ideavirus*, *The Big Red Fez*, *Survival Is Not Enough*, and *Purple Cow*.

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标签

SethGodin

leadership

营销

影响力

领导力

思维

marketing

internet

评论

Most organizations spend their time marketing to the crowd, smart organization assemble the tribe.

对营销思路和leadership有启发

这本书好些年前买了一直没有看完 小书读起来非常迅速 也就是一个小时的事儿
应该是关于建立“社群”和粉丝经济最早一批的著作

不同角度，还可以

N年前还在fo这个作者的时候读的。有启发不够经典

看看

24 Tribes: We Need You to Lead Us by Seth Godin Audiobook 09/19/2014

点评：营销大师Seth

Godin的作品我倒是第一次读，书中提到了关于Leader, Heretics以及Follower的概念，提出来的就是人人都要成为自己的Leader，敢于去做Heretics，敢于去做不一样的事情，而不要去趋于平庸走向世俗等等，个人感觉本书只是把一些通俗的概念具体化，但是并没有什么真正让人惊喜的地方，作为一般读物倒是可以，篇幅也比较短小精悍。2.5星

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书评

这本书里有三个关键词，部落（tribe），领袖（leader），& 异端（heretic）。在解释什么是部落之前，先说一下组织（organization）——我们生活中最常见的一种东西。组织是一种命令式的自上而下的架构，在一个组织中，你选择服从，或者失去你的工作，地位...

Seth

Godin是营销大师，所以他可以办新书发布会，而且既可以收VIP的钱，又可以让免费入场的拥趸们一大早就在纽约的秋风中等待。所以他可以说，这就是tribe的力量。除了对于“异端”的无保留的支持之外——毕竟我的信仰是保守的——我大体赞同Seth的看法，但是我还是得说，这...

http://www.amazon.com/Tribes-We-Need-You-Lead/dp/1591842336/ref=sr_1_1?s=books&ie=UTF8&qid=1377543313&sr=1-1&keywords=tribes

其实更多是一个概念，借由部落这个概念，将当今这个时代里，每个人都可以通过Web2.0的工具，利用来成为新时代的领袖和领导。没有什么不可能的。

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