

Difference

"This book is a generous work of genius."
—Seth Godin

difference



THE ONE-PAGE METHOD FOR
REIMAGINING YOUR BUSINESS
AND REINVENTING YOUR MARKETING

BERNADETTE JIWA

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On the plains of Africa there lived a beautiful herd of zebras, and each zebra in the herd was identical in every way. No one questioned it. It was the way things were. That is, until the day Difference, a zebra without stripes, is born. Now, the herd is faced with dealing with Difference's uniqueness, and they aren't handling it well. Eventually, Difference does indeed get his stripes, but they are nothing like the stripes everyone is used to seeing. The question is, will the others accept him? Difference, the Rainbow Zebra is an ageless story about diversity that promotes tolerance and the acceptance of everyone, regardless of color or difference. All of the illustrations in Difference, the Rainbow Zebra were done with finely cut construction paper and spray adhesive.

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目录:

[Difference_下载链接1_](#)

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