

We Are All Weird



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Product Description : We Are All Weird is a celebration of choice, of treating different

people differently and of embracing the notion that everyone deserves the dignity and respect that comes from being heard. The book calls for end of mass and for the beginning of offering people more choices, more interests and giving them more authority to operate in ways that reflect their own unique values.

For generations, marketers, industrialists and politicians have tried to force us into little boxes, complying with their idea of what we should buy, use or want. And in an industrial, mass-market driven world, this was efficient and it worked. But what we learned in this new era is that mass limits our choice because it succeeds on conformity.

As Godin has identified, a new era of weirdness is upon us. People with more choices, more interests and the power to do something about it are stepping forward and insisting that the world work in a different way. By enabling choice we allow people to survive and thrive.

There are only 50 copies of the hardcover available from Amazon.cn, with no reprints planned.

作者介绍:

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标签

英语

Blinkist

英文

科普

社科

心理学与心智

心理学

原版

评论

Blinkist扫过。标题比较耸动，并不是weird，而是因为科技的进步，社会的富裕，让我们有机会展现出自己的个性，追求自己小众的爱好，找到真正志同道合的人，形成自己的小圈子。过去创造出的正常、大众市场、大型生产和大众传媒是处于效率和利益的考虑而被创造出来的。如今随着财富提升和互联网技术，人们有更多的自由来做自己，展现自己独特的一面，小众的爱好。"From marketers to educators should find ways to cater to this increasing individualism." 又是简单的内容写了一本书。

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书评

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