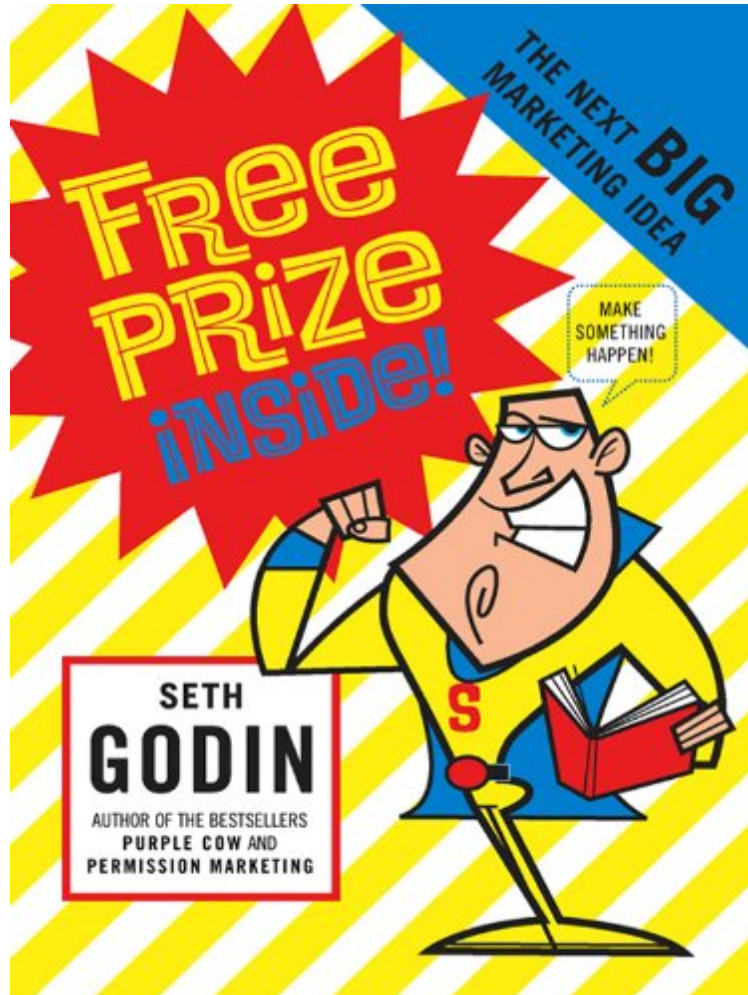


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Free Prize Inside: How to Make a Purple Cow

Seth Godin

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Seth Godin : Free Prize Inside: How to Make a Purple Cow before purchasing it in order to gauge whether or not it would be worth my time, and all praised Free Prize Inside: How to Make a Purple Cow:

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develop your ideas and get others in the organization to take ownership and champion your cause. This could have been abbreviated to five pages. 0 of 0 people found the following review helpful. Excellent. Seth Godin is always giving his readers something ...By ElcioneExcellent. Seth Godin is always giving his readers something to think about. Always a different angle so we can see "marketing" from a different prospective.

How to find the soft innovation that will make your product, service, school, church, or career worth talking about. We live in an era of too much noise, too much clutter, too many choices, and too much spam. And as Seth Godin's 200,000-copy bestseller *Purple Cow* taught the business world, the old ways of marketing simply don't work anymore. The best way to sell anything these days is through word of mouth and the only real way to get word of mouth is to create something remarkable. *Free Prize Inside*, the sequel to *Purple Cow*, explains how to do just that. It's jammed with practical ideas you can use right now to make your product or service remarkable, so that it will virtually sell itself. Remember when cereal came with a free prize inside? Even if you already liked the cereal, it was the little plastic toy that made it irresistible. Godin explains how you can think of a bonus that will make your customers feel just as excited, no matter what business you're in. Consider these free prizes:• The Tupperware party, which turned buying plastic bowls into a social event• Flintstones vitamins, which turned a serious product into something fun• The free change-counting machine at every Commerce Bank branch• The little blue box from Tiffany, which makes people happy before they even open it This book offers a way to create free prizes quickly, cheaply, and reliably and persuade others in your organization to help you bring them to life. From the Trade Paperback edition.

.com According to marketing maven and *Purple Cow* author Seth Godin, the "Television Industrial Complex"--and its nasty habit of interrupting people with advertisements for things they don't want--is dead. Innovation is cheaper than advertising, advises Godin who defines the "free prize" with diverse examples including swatch watches, frequent flyer miles, dog bakeries, Tupperware parties and portable shredding trucks. He explains "Design matters, style matters, extras matter." The largest portion of the book is devoted to how to sell an idea to your organization. His specific tactics range from irreverent, (let them pee on your ideas) to practical (how to build a prototype). One standout chapter explains how brainstorming can become boring. His alternative, "edgecraft," involves divergent thinking to add something remarkable to your product. His long grocery list of edges (safety, equality, invisibility, and hours of operation) suggest a genuine marketing manifesto. The ideas are bold and insightful, but can suffer from being presented in less than logical order. The book is also diminished by Godin's self-marketing, from using terminology in his previous books to naming key ideas after himself. These advertisements are unnecessary. This nervy little volume is bound to mother many inventions. --Barbara Mackoff From Publishers Weekly A slapdash mix of insight, jargon, common sense, inspiration and hoey, Godin's follow up to last year's *Purple Cow* argues that the way to make any product a bestseller is to couple it with "a feature that the consumer might be attracted to" whether or not she really needs it or wants it. "If it satisfies consumers and gets them to tell other people what you want them to tell other people, it's not a gimmick," he argues. "It's a soft innovation." An entrepreneur, lecturer and monthly columnist for *Fast Company*, Godin knows his business history, and his book bursts with interesting case studies that define "free prize" thinking: e.g. Apple's iPod, Chef Boyardee's prehistoric pasta, AOL's free installation CDs. One of the problems with the book, however, is that its insistent use of needless jargon ("free prize," "purple cow," "edgecraft") clouds complicated issues and lumps dissimilar processes together. "Fix what's broken," Godin advocates on one page. "Inflame the passionate," he declares on another. Both of these ideas could certainly lead to business improvements, but they hardly use the same methods. Like Godin's last book, this volume reads like a sugar rush--fast and sweet--and this may propel the author back onto the bestseller lists. To help jumpstart his sales, Portfolio will be packaging the first few thousand copies of the book inside cereal boxes. Now that's quite a gimmick--er, soft innovation. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Buy this book and use Godin's ideas to remake yourself, your product, or your company. Then pass it on to your boss or your employees. Tell them they've just won a free prize. -- Jean Briggs, Forbes Buy this book and use Godin's ideas to remake yourself, your product, or your company. Then pass it on to your boss or your employees. Tell them they've just won a free prize. (Jean Briggs, Forbes) Godin makes the case for soft innovation as the best way to grow a business, instead of relying on big ads or big innovation. He says that anyone can think up clever, useful, and small ideas to make a product or service remarkable, that is, worth talking about. He calls this kind of innovation a free prize because it generates much more revenue than it costs to implement. (Management Consulting News) Godin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketer . . . and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should, and will function. (Richard Pachter, Miami Herald) --Richard Pachter, Miami Herald Godin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketer . . . and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should, and will function. --

Richard Pachter, Miami Herald) Godin makes the case for "soft innovation" as the best way to grow a business, instead of relying on big ads or big innovation. He says that anyone can think up clever, useful, and small ideas to make a product or service remarkable, that is, worth talking about. He calls this kind of innovation a free prize because it generates much more revenue than it costs to implement. -- Management Consulting News) Buy this book and use Godin's ideas to remake yourself, your product, or your company. Then pass it on to your boss or your employees. Tell them they've just won a free prize. (Jean Briggs, Forbes) Godin makes the case for "soft innovation" as the best way to grow a business, instead of relying on big ads or big innovation. He says that anyone can think up clever, useful, and small ideas to make a product or service remarkable, that is, worth talking about. He calls this kind of innovation a free prize because it generates much more revenue than it costs to implement. (Management Consulting News) Godin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketer . . . and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should, and will function. (Richard Pachter, Miami Herald)