



Purple Cow: Summary of the Key Ideas - Original Book by Seth Godin: Transform Your Business by Being Remarkable

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Advertisements don't have the same effect as they used to anymore. In "Purple Cow", the author analyzes how marketing has changed and argues that organizations should target specific markets instead of doing mass marketing for a large number of people. The product itself is more important than the advertising process. Success cannot be achieved only by good marketing, the key is to have a special product, a purple cow.

Who should read this book:

- Entrepreneurs.
- People working in the marketing field.
- Anyone who wants to find out why traditional marketing does not work anymore.
- Anyone interested in learning techniques that will help them spread their idea.

In this summary:

Chapter 1: Make your product remarkable by creating a purple cow

Chapter 2: Target a specific group rather than the masses

Chapter 3: The product comes first, marketing follows later

Chapter 4: Find the sneezers to spread the word

Chapter 5: To succeed, you need to be willing to take risks

Chapter 6: Analyze and measure in order to become better

Chapter 7: Don't rest on your laurels for too long

Chapter 8: Slogans can make it easier to spread the message

Chapter 9: Passion is essential for successful marketing

Chapter 10: Stand out from the crowd by taking customers' needs into consideration

Chapter 11: Final Summary

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Gina Keller:

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