



## Free Prize Inside!: How to Make a Purple Cow

By Seth Godin

Penguin Putnam Inc, United States, 2013. Paperback. Book Condition: New. Reprint. 175 x 124 mm. Language: English . Brand New Book. 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...



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Free Spirit Publishing Inc.,U.S., United States, 2009. Paperback. Book Condition: New. 175 x 127 mm. Language: English . Brand New Book. Kids today are notorious for putting things off-it s easy for homework and chores to take a backseat to playing video...



### **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



### **You Wrong for That**

Time Warner Trade Publishing, United States, 2006. Paperback. Book Condition: New. Reprint. 168 x 106 mm. Language: English . Brand New Book. After leaving her cheating husband, Rhea thinks she ll be alone forever. Then, in walks Davis Hickman, an attractive, sophisticated...



### **Odd, Weird Little**

Egmont USA, United States, 2015. Paperback. Book Condition: New. Reprint. 190 x 132 mm. Language: English . Brand New Book. New in paperback! \* At last: a humorous, useful and pedantry-free book about bullying!-- Kirkus Reviews (starred) Readers who love Louis...



### **And You Know You Should Be Glad**

HarperCollins Publishers Inc, United States, 2014. Paperback. Book Condition: New. Reprint. 201 x 132 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A highly personal and moving true story of friend-ship and remembrance from the New York Times bestselling...