

《Small Is the New Big》

图书基本信息

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内容概要

As one of today's most influential business thinkers, Seth Godin has now collected the most provocative short pieces from his pioneering blog. This book also includes his most popular columns from Fast Company magazine and several of the short e-books he has written in the last few years. Includes: Clinging to Your Job Title? The Persistence of Really Bad Ideas The Seduction of 'Good Enough' Judging a Book by its Cover Do Less Small is the New Big is packed with inspiring ideas: as Godin says in his introduction, 'I'm certain that you're smart enough to see the stuff you've always wanted to do buried deep inside one of these riffs. And I'm betting that once inspired, you'll actually make something happen.'

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书籍目录

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THEPIRATESBRANDINGISDEAD;LONGLIVEBRANDINGBRANDMYCAR,BRANDMEABRIEFHISTORY
OFHARDWORK,ADJUSTEDFORRISK.....

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