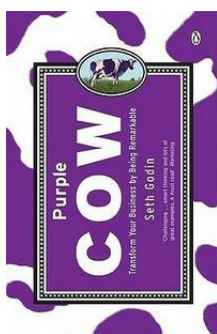


# PURPLE COW: TRANSFORM YOUR BUSINESS BY BEING REMARKABLE

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## Peek Inside the Book

In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible. Seth Godin, Purple Cow: Transform Your Business by Being Remarkable //

## Reader's Opinions

Purple Cow tells how the traditional 4-Ps of marketing is lacking to move consumers in current day's media noisy market place. Marketing Guru and author, Seth Godin defines a new 'P' that stands for 'PURPLE COW'. He coined the term PURPLE COW to mean a product or service having achieve huge differentiation, innovative and scores high...