

Made for dipping into again and again, *Whatcha Gonna Do with That Duck?* brings together the very best of Seth Godin's acclaimed blog and is a classic for fans both old and new. Getting your ducks in a row is a fine thing to do. But deciding what you are going to do with that duck is a far more important issue. Seth Godin is famous for bestselling books such as *Purple Cow* and cool entrepreneurial ventures such as *Squidoo* and the *Domino Project*. But to millions of loyal readers, he's best known for the daily burst of insight he provides every morning, rain or shine, via *Seth's Blog*. Since he started blogging in the early 1990s, he has written more than two million words and shaped the way we think about marketing, leadership, careers, innovation, creativity, and more. Much of his writing is inspirational and some is incendiary. Collected here are six years of his best, most entertaining, and most poignant blog posts, plus a few bonus ebooks. From thoughts on how to treat your customers to telling stories and spreading ideas, Godin pushes us to think smarter, dream bigger, write better, and speak more honestly. Highlights include: -A marketing lesson from the *Apocalypse* -No, everything is not going to be okay -Organized bravery -Choose your customers, choose your future -Paying attention to the attention economy -Bandits and philanthropists. Godin writes to get under our skin. He wants us to stand up and do something remarkable, outside the standards of the industrial system that raised us. Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change including *Permission Marketing*, *Purple Cow*, *All Marketers are Liars*, *The Dip and Tribes*. He is the CEO of *Squidoo.com* and a very popular lecturer. His blog, www.sethgodin.typepad.com, is the most influential business blog in the world, and consistently one of the 100 most popular blogs on any subject.

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