

LA VACA PÚRPURA de Seth Godin

Recordatorio: son las palabras del autor que más me han marcado. Destaco las siguientes citas.

Capítulo 1

Pag 5: the only products with a future were those created by passionate people.

Capítulo 2

Pag 15: Big brands, big ideas, big impacts on our lives.

Capítulo 3

Pag 39: they are open to hearing your story only if it is truly remarkable, otherwise, you're invisible.

Capítulo 4

Pag 81: Marketing where the marketer changes the product, not the ads.

Capítulo 5

Pag 90: it is easier to sell something that people are already in the mood to buy.

Capítulo 6

Pag 102: Being scandalous might work on occasion, but it's not a strategy, it's desperation.

Capítulo 7

Pag 104: small companies suffer too, but more quietly.

Capítulo 8

Pag 113: cool products that will appeal to people who both buy new stuff and talk about it a lot are the core of Target's strategy.

Capítulo 9

Pag 116: The purple cow is just a part of the product cycle.

Referencias a otros libros y autores:

- ❖ Geoff Moore, autor de ``Crossing the Chasm´´.
- ❖ Malcom Gladwell, autor de Tipping Point.
- ❖ Peppers and Rogers.
- ❖ Tom Peters, autor de The pursuit of Wow