



Purple Cow: Transform Your Business by Being Remarkable

Seth Godin

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You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice.

What do Starbucks and JetBlue and KrispyKreme and Apple and DutchBoy and Kensington and Zespri and Hard Candy have that you don't? How do they continue to confound critics and achieve spectacular growth, leaving behind former tried-and-true brands to gasp their last?

Face it, the checklist of tired 'P's marketers have used for decades to get their product noticed -Pricing, Promotion, Publicity, to name a few-aren't working anymore. There's an exceptionally important 'P' that has to be added to the list. It's Purple Cow.

Cows, after you've seen one, or two, or ten, are boring. A Purple Cow, though...now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff-a lot of brown cows-but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period.

In *Purple Cow*, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.

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