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The Big Moo: Stop Trying to Be Perfect and Start Being Remarkable

The Group of 33
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The Group of 33 : The Big Moo: Stop Trying to Be Perfect and Start Being Remarkable before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Big Moo: Stop Trying to Be Perfect and Start Being Remarkable:

0 of 0 people found the following review helpful. 5 stars for the Purple Cow and 6 for the Big MOO By Gisela Hausmann Originally I rented this book's audio edition from my library so I could listen to it while exercising. Loved the book so much that I purchased the hardcover. This may be Seth Godin's best book, even better than the 'Purple Cow'. And, yes, it is Godin's book because he conceived the idea and talked all 33 (or better: 32 + himself) into writing this book. The book's concept is a genius. The topic is the Big Moo, which cannot be defined by one single person. The Big Moo is not a riddle but the fluent four-dimensional quality of an extreme purple cow, which keeps on having purple calves (the calves are my personal definition, Godin

does not say so in his book). Logically according to their different home environments and (business) circumstances, these calves need different "nourishments to grow"; just like Austrian or Swiss cows who live on high pastures eat different foods than cows in the flatlands of the Netherlands, Indian "holys"; cows, or even yaks in Nepal or Tibet. By inviting so many different brilliant contributors, Godin circles the topic, allows different concepts, perspectives, and facets to shine, which together create the puzzle of a portrait of the Big Moo, a purple cow which keeps having calves. My favorite stories (I listened to them three times): How to be a failure; This is your first test; The remarkable Gertrude Bell; The one thing you can't download; Ten Things Smart Start-ups Know; Fire the Gatekeepers. Bittersweet was the story, "Tear down this wall". My kid brother Michael had told me that the wall was about to come down in 1988. Since I had had traveled Berlin, seen the wall, and even crossed over at Checkpoint Charlie, I told Michael to "not be silly." About a year later, when indeed the wall came down, I stood corrected. Sadly Michael, my brilliant brother, died four years later from Multiple Sclerosis. Still, it made me proud again that he saw the signs nobody else saw. 5 stars for the Purple Cow and 6 for the Big Moo. Gisela Hausmann, author blogger 2 of 2 people found the following review helpful. The Big Moo - Seth Godin By Joel Warady For people who have read my other reviews, or heard me speak, you will know I have a great fondness for author Seth Godin. I have read his books for years, and his thoughts and messages are always valuable. He certainly is not the deepest thinker when it comes to marketing, but he does offer a fresh approach as to how to effectively get your message heard. The Big Moo is a Seth Godin edited book. He invited 33 business, marketing, thought leaders, etc. to write a short essay (usually 1-2 pages each) on how they think businesses will prosper in the next five, ten, fifteen years. Seth never does anything in the norm, and this book is no exception. When you read the 33 essays, they are uncredited. While he does tell you who the 33 authors are, he does not tell you what they wrote. I'm not sure what his purpose was, and I'm not sure it matters whether you know or don't know. It is just Seth being Seth. The message that the book puts forth is the fact that you, or your company, can't just be good, or even great. You have to be remarkable if you are going to stand out from the crowd. This is a quick read, and I do recommend it. As is true with all of Seth's books, if you walk away with one idea that helps make you remarkable, it is worth the \$19.95 that you pay for the book. By the way, it should be mentioned that all of the profits generated by this book are going to charity, and none of the 33 thought leaders were paid for their essays. 0 of 0 people found the following review helpful. Ok, but not remarkable By Bas Vodde The big Moo is a small book with short stories about "how to be remarkable". Each of the stories are written by one of the 33 'famous' authors and business 'gurus'. Some of the well known authors are Seth Godin, Malcolm Gladwell, Dan Pink, Tom Peters, etc etc. Some of the stories were interesting, most of them were somewhat average. A lot were like short motivational stories without a huge amount of insight. For insights, it's probably better to pick up a book with a consistent theory supported by e.g. research studies. The most positive thing about the book is that all the income goes to 3 charities. From that perspective, it's an ok book and buying it will be a good thing. All in all, worth reading, but not remarkable.

Most organizations are stuck in a rut. On one hand, they understand all the good things that will come with growth. On the other, they're petrified that growth means change, and change means risk, and risk means death. Nobody wants to screw up and ruin a good thing, so most companies (and individuals) just keep trying to be perfect at the things they've always done. In 2003, Seth Godin's Purple Cow challenged organizations to become remarkable—to drive growth by standing out in a world full of brown cows. It struck a huge chord and stayed on the Business-Week bestseller list for nearly two years. You can hear countless brainstorming meetings where people refer to purple cows and say things like, "That's not good enough. We need to create a big moo!" But how do you create a big moo—an insight so astounding that people can't help but remark on it, like digital TV recording (TiVo) or overnight shipping (FedEx), or the world's best vacuum cleaner (Dyson)? Godin worked with thirty-two of the world's smartest thinkers to answer this critical question. And the team—with the likes of Tom Peters, Malcolm Gladwell, Guy Kawasaki, Mark Cuban, Robyn Waters, Dave Balter, Red Maxwell, and Randall Rothenberg on board—created an incredibly useful book that's fun to read and perfect for groups to share, discuss, and apply. The Big Moo is a simple book in the tradition of Fish and Don't Sweat the Small Stuff. Instead of lecturing you, it tells stories that stick to your ribs and light your fire. It will help you to create a culture that consistently delivers remarkable innovations.

From Publishers Weekly Godin derived the title for this engaging anthology of business homiletics from his marketing manifesto Purple Cow, which extolled the importance of garish new products that grab customers' attention. Phrased as a feel-good kindergarten platitude ("you are not ordinary/In fact, you're remarkable"), the principle seems a harmless nod to fancy-free individualism. But set in an adult business context of constant "change" and cutthroat price competition, where "winning the game has absolutely nothing to do with hard work and paying your dues" and "a constant stream of industry-busting insights and remarkable innovations" is the only guarantee of survival, the exhortation to uniqueness becomes terrifying and demoralizing. Fortunately, the cacophony of unsigned contributions from a "Group of 33" writers (Malcolm Gladwell and Tom Peters are in there somewhere) includes more reassuring

and realistic lessons. There's a lot of New Economy histrionics ("They say, 'sure, we need change'"/ "I say, 'we need revolution now'"), but also comparatively restrained parables about marketing and customer service. Some writers note that competent imitation of proven ideas is often a better strategy than innovation, that self-effacing Bill Murray did better than self-aggrandizing Chevy Chase, and that, yup, hard work and paying your dues does pay off. The selections are for the most part brief and pithy, and while they don't add up to a coherent viewpoint, browsers are bound to find something that hits a chord. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "{An}engaging anthology of business homiletics...browsers are bound to find something that hits a chord." "{An}engaging anthology of business homiletics...browsers are bound to find something that hits a chord." About the Author The Group of 33 is a partnership of bestselling authors, speakers, leaders, and thinkers that includes Malcolm Gladwell, Tom Peters, Chris Meye, Mark Cuban, Alan Webber, Guy Kawasaki, Tom Kelly, Randall Rotherberg, and Seth Godin. Seth Godin is the author of 12 books. His Free Prize Insider was a Forbes Business Book of the Year in 2004, in its first two years of release; and Purple Cow sold over 150,000 copies in more than 23 printings. Godin gave away his bestseller, *Linchpin*, for free for three weeks before its release to anyone willing to give \$30 to the Acumen Fund for the \$20 book, and raised \$100,000 for the Acumen Fund.