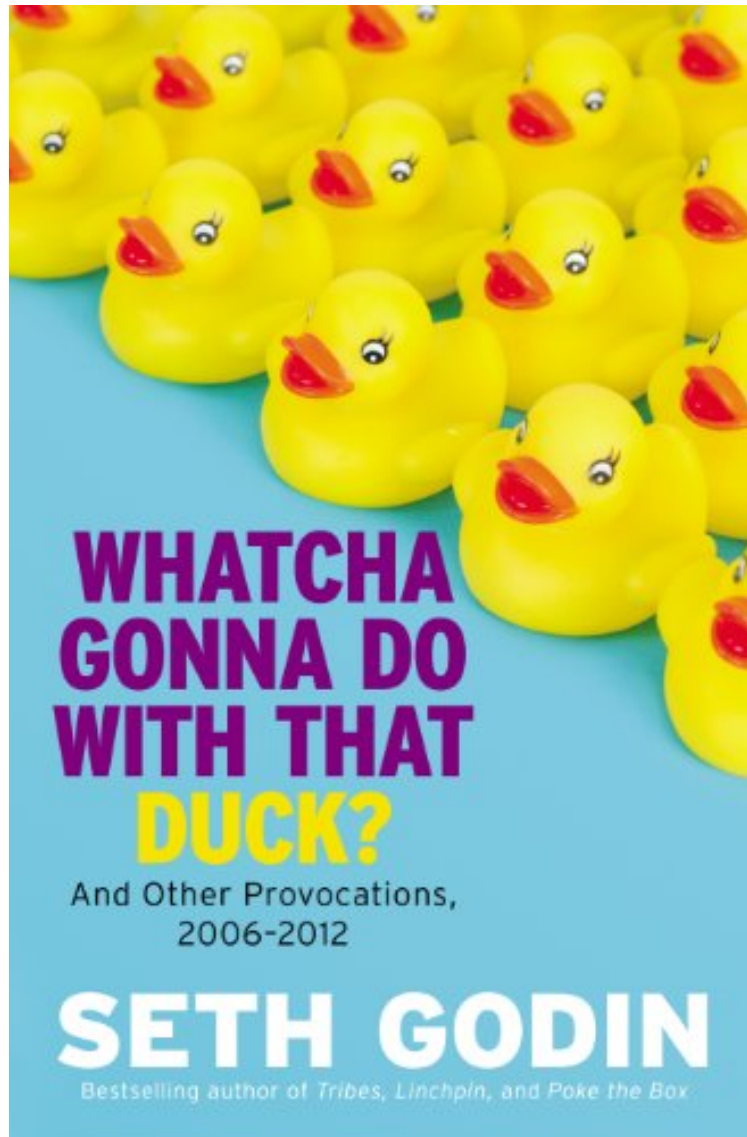


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Whatcha Gonna Do with That Duck?: And Other Provocations, 2006-2012

Seth Godin

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Seth Godin : Whatcha Gonna Do with That Duck?: And Other Provocations, 2006-2012 before purchasing it in order to gage whether or not it would be worth my time, and all praised Whatcha Gonna Do with That Duck?: And Other Provocations, 2006-2012:

0 of 0 people found the following review helpful. Jorgeharrington032089@gmail.com By Jorge Harrington This book is so big. Reminds me of the fifth book of Harry Potter. It's huge. The information in it, is priceless. Thank goodness it

was less than twenty bucks. It moves me to become a better marketer. Read this book!!!

Jorge Harrington 6 of 7 people found the following review helpful. Anachronistic and eminently valuable

By Mark P. McDonald The intentional use of older, often obsolete cultural artifacts may be regarded as anachronistic according to Wikipedia. What are you going to do with those ducks? by Seth Godin is just that. A three-inch thick compendium of Godin's blog posts seems like a duck out of water in a digital world. But it works really well and although it is not the most portable format. The book is highly recommended. Most blogs, mine included, are topical and timely but also short lived. However, the selection and organization of Godin's blog entries makes for an easily accessible, inspirational and thought provoking book. By putting these all together, in short order and organized, the book creates food for thought rather than being a chronological recitation of past work. Godin's credentials as an innovator, observer, and antagonist for change are well established. This collection of posts lets you see into Godin's mind a little bit better through their topic, repetition of terms, and direction. The combination does more than have you chuckle at a good turn of phrase or witty observation. It gets you to think and hopefully to act. While I saw someone reading this book on an airplane, the book's physical heft makes travelling with it difficult. I am reading the book at home, in little snippets as I have a break during the day and at night before going to bed. Here the short format and engaging style are very effective. Reading it in short spurts also helps avoid a 'mental twitching' that jumping from subject area to subject area can produce. Godin's advice and insight throughout the blog-book are aimed at getting you to realize and activate your own talents, motivation, interests and engage in the world. Most of his posts conclude with a specific call to action that a point out the time to start is NOW! Godin's work proves that the blog can be as legitimate a form of writing as the poem, short story or other narrative forms. Highly recommended and thoroughly enjoyed.

4 of 5 people found the following review helpful. Well organized/sorted and very direct

By Russell A. Williams This is truly an awesome piece of work! I borrowed a copy from our public library, but the desire to highlight and underline were so great that I had to own it. I understand that this is a collection of his blog entries arranged under topics and not by date. Such powerful insights presented in concise packets - WoW!

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.

About the Author 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.