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

The Big Moo is supposed to be the "how to" follow up that explains how you create that anomalous cow. That is Godin's promise. But he doesn't deliver on that promise at all. Instead, what you have in The Big Moo is a sort of grab bag of encouragement and wisdom from 33 business leaders.

The Big Moo: Stop Trying to be Perfect and Start Being ...

The Big Moo: Stop Trying to Be Perfect and Start Being Remarkable. September 21, 2005 by Meryl Evans. Seth Godin, editor of the book, has collected 33 inspiring ideas and they become The Big Moo. The Group of 33, as the book references these successful business people, includes Mark Cuban, Dave Balter, Malcolm Gladwell, ...

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

The Big Moo is packed (like the Purple Cow) with real-life case studies that “sticks” to the reader’s mind and illustrate what power of success a good Big Moo can provide for a business (or what Big Failure can result when NOT investing in creating the Big Moo).

Book Review of The Big Moo: Stop Trying to Be Perfect and ...

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

The Big Moo: Stop Trying to be Perfect and Start Being Remarkable (2005) is a collection of short essays on marketing. The essays were written by 32 different well-known authors in the field. They included Tom Peters, Malcolm Gladwell, Guy Kawasaki, Mark Cuban, and Dan Pink.

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

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The Big Moo: Stop Trying to be Perfect and Start Being Remarkable (2005) adalah kumpulan esai pendek tentang pemasaran. Esai-esai tersebut ditulis oleh 32 penulis ternama dalam bidangnya, seperti Tom Peters, Malcolm Gladwell, Guy Kawasaki, Mark Cuban, dan Dan Pink. Nama penulis esainya justru tidak dicantumkan.

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

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The big moo : stop trying to be perfect and start being remarkable by Godin, Seth. Publication date 2005 Topics

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

"The Big Moo." He says that the real challenge before us is to do something truly remarkable with our work and our lives. The Big Moo doesn't pretend to be a step by step guide to guaranteed remarkability, but instead is a freewheeling brainstorming session to whet your appetite and spark your creativity toward creating your own remarkable life.

The Big Moo - Wikipedia

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