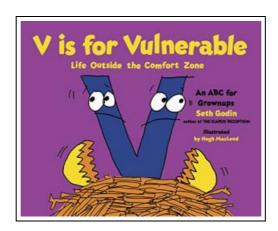
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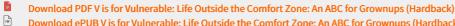


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Penguin Books Ltd, United Kingdom, 2012. Hardback. Condition: New. Language: English . Brand New Book. V is for Vulnerable by Seth Godin is a full-color ABC book for grown-ups, with a powerful message about doing great work.V is for Vulnerable looks and feels like a classic picture book. But it s not for kids, it s for hardworking adults. It highlights twenty-six of Seth Godin s principles about treating your work as a form of art, with illustrations by acclaimed cartoonist Hugh MacLeod. A sample: A is for Anxiety, which is experiencing failure in advance. Tell yourself enough vivid stories about the worst possible outcome and you ll soon come to believe them. Worry is not preparation, and anxiety doesn t make you better. F is for Feedback, which can be either a crutch or a weapon. Use it to make your work smaller, safer, and more likely to please everyone (and fail in the long run). Or use it as a lever to further push you to embrace what you fear and what you re capable of. This is unlike any previous Godin book and makes a great gift, both for loyal fans and those who ve never read him before. 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 and a very popular lecturer. His blog, is the most influential business blog in the world, and consistently one of the 100 most popular blogs on any subject.



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