

Title: The Big Moo

Editor: Seth Godin

Summary:

This is a compilation of the thoughts and stories from the best and the brightest on how to make your organization stand out from the crowd and look remarkable. It is basically an idea book that will hopefully spark your imagination to develop your own unique “Purple Cow” that will set you apart from your competition and completely change the game.

Top take away points –

- Sometimes you need to do something that has never been done before or something that has never been done that way before.
- Do what you love and be persistent and success will follow.
- Sometimes you will find remarkable innovations in the least likely places. Utilize your experience and common sense to keep things simple and streamlined.
- Be the first to name something. It may be something that was always there yet no one ever named it before.
- Stand for something worthwhile and stand behind your values.
- Make your product the standard and you will have a commodity.
- Taking action today on a long-term problem is easier, cheaper, and far less time consuming than waiting for it to become an emergency.
- Plan three steps ahead of where you are now.
- Learn to roll with the punches.
- Spend your time and energy seeking out other remarkable, fascinating, and successful people.
- Ask your customers what you’re doing right, what you’re doing wrong, and what they want you to change.
- View challenges and obstacles as learning opportunities, and embrace criticism.
- When the market is moving away from you start practicing how to do the next big thing.
- Take great ideas from other markets and industries and use them in your market or industry.
- Fire the gatekeeper. Gatekeepers inhibit inspiration, implementation, and interaction. Gatekeepers can prevent you from identifying your “Purple Cow”.
- Record your innovative ideas in real time. Become a conduit for fresh ideas.
- Sometimes being remarkable comes from knowing when it is time to move on and forcing yourself or your team to invent the next great thing.



Review:

What's good-

The book is a quick easy read with lots of great stories. It challenges you to take a deeper look at your target market and your position within that market. It's fun and entertaining.

What's might not be so good-

If your organization hasn't taken the time to develop a truly meaningful strategic plan your search for the right target market could be a costly exercise in futility. If marketing isn't your area of expertise it's unlikely that you will walk away with enough information from this book to develop a remarkable marketing plan, but you may come away with some seeds that can turn into your "Big Moo" remarkable advantage.