

The Big Moo Stop Trying To Be Perfect And Start Being Remarkable

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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 specific author of each essay, however, was not identified.

The Big Moo - Wikipedia

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Presents a group of business thinkers who draw on the philosophies of Seth Godin's Purple Cow, using case stories to illustrate the development and promotion of ideas which will embrace change, take risks, and stand out in the market.

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 Balzer, 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.

Thirty-three of the world's best business minds tackle one urgent question: what does it really take to make your organisation remarkable? Seth Godin's Purple Cow taught us that in order for businesses to achieve real success, they needed to stop being a brown cow, dare to be purple and ensure they stood out from the crowd. But in a world of really good companies, sometimes you need more than a purple cow - you need a big moo. We all know that being remarkable means taking risks, challenging mind sets and using a great deal of innovation and imagination. It's not the easy path but it's the best way for companies to really grow. In The Big Moo, a team of bestselling authors and business superstars such as Malcolm Gladwell, Tom Peters and Jackie Huba reveal their secrets for creating sustained remarkability. Their essays are provocative, inspiring and their message is clear: don't be afraid to be different; it's time to make yourself heard.

33 of the world's best business minds tackle one urgent question: What does it really take to make your organization 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!"

Everything in our world, from marketing to technology to distribution to the capital markets, is moving at a faster pace than ever. Yet most companies view change as a threat, and survival as the goal. This book transforms all that. It contains a simple yet revolutionary idea: we can evolve our companies the same way nature evolves a species. Evolution is a fundamental force of nature, and Seth Godin demonstrates how it can be put to work in any organisation. The first step is to eliminate the anti-change reflex that's genetically coded into all of us. Once a company learns to 'zoom' (to change without panicking), it is much more likely to evolve. And a company that evolves can become ever more profitable. For the last five years, bestselling author Seth Godin has repeatedly demonstrated the power of his books by living their advice. He used the tactics in PERMISSION MARKETING to drive the book up the bestseller list. He followed the advice of UNLEASHING THE IDEA VIRUS to turn his treatise into a living example of an ideavirus. Now, as a committed zoomer, he shows his legions of fans how to turn their company into one that can zoom from one change to another. It's a formula for success whether the market is up or down, whether technology is hot or not, in all industries, from retail to tech to services.

In this darkly satirical send-up of academia and the Midwest, we are introduced to Moo University, a distinguished institution devoted to the study of agriculture. Amid cow pastures and waving fields of grain, Moo ' s campus churns with devious plots, mischievous intrigue, lusty liaisons, and academic one-upmanship. Chairman X of the Horticulture Department harbors a secret fantasy to kill the dean; Mrs. Walker, the provost's right hand and campus information queen, knows where all the bodies are buried; Timothy Monahan, associate professor of English, advocates eavesdropping for his creative writing assignments; and Bob Carlson, a sophomore, feeds and maintains his only friend: a hog named Earl Butz. Wonderfully written and masterfully plotted, Moo gives us a wickedly funny slice of life.

One night on the farm, the cows overhear a fantastic tale. " Hey Diddle Diddle, the cat and the fiddle, the cow jumped over the moon! " Inspired by this classic rhyme, a plucky cow named Cindy Moo sets out to prove that cows really can leap over the moon. The other cows laugh at her, but that doesn ' t stop Cindy from trying—and failing—night after night. . . . until a trick of nature shows Cindy a way to triumph. As delightfully silly as the original nursery rhyme, this hilarious picture book will have readers of all stripes (and spots) cheering for its determined heroine.

" An unusual ...cast of animal characters makes this whimsical, charming story stand out. " —Kirkus Reviews " Readers will delight in this world of anthropomorphized animals, coming away with a lesson on the importance of the friends and family who help them find their way. " —Booklist A platypus who thinks he is an emu finds his way home with the help of his friends in this classic, tender picture book from Annika Dunklee and Brian Won. When the stork drops an egg before delivering it to its parents the little animal ' s first words are EEE-MOO. So, a cow, pig, horse, and other furry friends who watch him hatch decide he is an emu and Australia is his home. Good friends that they are, they offer to help him get there. So EEE-MOO ' s journey begins, and along the way he meets a cast of other animal friends who guide him to the open arms of his family. But when he gets there, he realizes something is missing.

Follow the trail of good deeds in this beautiful wordless picture book to learn how small acts of kindness can make all the difference! When one act of kindness sparks another, anything is possible! As a girl searches for her lost dog, a simple act of generosity ripples into a wave of good deeds. In the course of a single day, each considerate action weaves lives together and transforms a neighborhood for the better. This wordless story, told in beautiful illustrations reminiscent of a graphic novel, demonstrates how every little kindness, shared from person to person, can turn a collection of strangers into a community, and—even though we might not always see it—make the world a more vibrant and compassionate place to be. SHOWS CHILDREN WHY KINDNESS MATTERS: By demonstrating how each kind act leads to another, this heartfelt book shares an important message with children that even small actions can have a big effect. EASY TO FOLLOW: Told entirely in wordless illustrations with pops of color for every good deed, anyone can enjoy following this simple yet powerful story and appreciate the wisdom it shares. INCLUSIVE CAST OF CHARACTERS: This book features characters of all ages, ethnicities, and backgrounds, showing how a diverse community comes together to care for one another. INTERNATIONAL PERSPECTIVE: Created by award-winning Slovenian artist Marta Bartelj, this story offers a perspective on kindness that resonates in any country. Perfect for: • Parents • Educators • Fans of wordless picture books

Ken is worried about going to school. What will it be like? This simple story incorporates words from the first grade-level Dolch Sight Word List to build literacy skills.

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