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Sommario/riassunto	<p>In 2002, Seth Godin asked a simple question that turned the business world upside down: What do Starbucks and JetBlue and Apple and Dutch Boy and Hard Candy have that other companies don't? How did they confound critics and achieve spectacular growth, leaving behind formerly tried-and-true brands? Godin showed that the traditional Ps that marketers had used for decades to get their products noticed—pricing, promotion, publicity, packaging, etc.—weren't working anymore. Marketers were ignoring the most important P of all: the Purple Cow. Cows, after you've seen one or two or ten, are boring. A Purple Cow, though... now that would be something. Godin defines a Purple Cow as anything phenomenal, counterintuitive, exciting... remarkable. Every day, consumers ignore a lot of brown cows, but you can bet they won't ignore a Purple Cow. You can't paint your product or service purple after the fact. You have to be inherently purple or no one will talk about you. Godin urges you to emulate companies that are consistently remarkable in everything they do, which drives explosive word of mouth. Purple Cow launched a movement to create products and services that are worth marketing in the first place. Now this expanded edition includes dozens of new examples from readers who've taken the message to heart.</p>