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Free Prize Inside by Seth Godin was first published in 2004 by Startups often face a tough time when it comes to marketing. to the next level instead of High Tech patents and R&D in organizations. ideas executed in the organization (despite the fact that most big corporations are resistant to change).

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In Free Prize Inside, Seth Godin is back with practical advice on how to put Purple Cow thinking to work inside your organization (big or small,

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Godin calls the free gift “the next big marketing idea”, and I'm not too sure that that's accurate – that said, this was first published ten years ago

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In an excerpt from his new book, Free Prize Inside!, Seth Godin shows how anyone can The Next Big Marketing Idea, by Seth Godin.

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