We Are All Weird by Seth Godin

Too Broad And Trite

Book Description: We Are All Weird is a celebration of choice, of treating different people differently and of embracing the notion that everyone deserves the dignity and respect that comes from being heard. The book calls for end of mass and for the beginning of offering people more choices, more interests and giving them more authority to operate in ways that reflect their own unique values. For generations, marketers, industrialists and politicians have tried to force us into little boxes, complying with their idea of what we should buy, use or want. And in an industrial, mass-market driven world, this was efficient and it worked. But what we learned in this new era is that mass limits our choice because it succeeds on conformity. As Godin has identified, a new era of weirdness is upon us. People with more choices, more interests and the power to do something about it are stepping forward and insisting that the world work in a different way. By enabling choice we allow people to survive and thrive. There are only 11,000 copies of the hardcover available from Amazon.com.

Jacqueline Novogratz Reviews We Are All Weird
Jacqueline Novogratz is founder and CEO of Acumen Fund, a non-profit global venture capital fund that uses entrepreneurial approaches to solve the problems of global poverty. Acumen Fund has invested over $50 million of patient capital in 50 businesses that have impacted more than 40 million people in the past year alone. Any money returned to Acumen Fund is reinvested in enterprises serving the poor. Currently, Acumen has offices in New York, Mumbai, Karachi, and Nairobi. Read her guest review of Seth Godins We Are All Weird:

Seth Godins latest book We Are All Weird is a song of freedom, an exuberant manifesto with the richness of choice that comes with wealth, the markets, the internet, our increasing connection with one another across the globe. He argues that the era of mass marketing is over (thankfully) and that as humans we seek not just to consume but to connect, and therefore we find those who love what we love and, when it works best, create or join tribes. We are allowed, indeed, encouraged to be individuals, to specialize rather than fit in or be normal and this is where
richness begins. As Seth says, **Stuff** is not the point. Connection, choice, pursuing what we love is.

Seth has advised the organization I founded, Acumen Fund, for many years. He constantly reminds us to be unafraid to focus on a small group of believers who make the choice to opt-in; and I can see that lesson elucidated brilliantly in We Are All Weird. We have the extraordinary luxury of choice and, for the most part, of doing what we want to do. How we use that choice to make the lives of others around us the richer for being connected to us is critical to Seths evolving understanding of marketing and creating systems that release rather than stifle our energies—regardless of who we are, where we live, or what language we may speak. Read this book slowly and read it again for the lessons are rich and wise. I couldnt feel prouder to be a part of Seths tribe.

--Jacqueline Novogratz

My Personal Review:
Seth Godins latest is a little book with big ideas about how to live your life. For marketers and business owners, it is also a wakeup call for how to reach buyers of your products and services.

Seth argues that the one-size-fits-all mass market is dead. But you know that already because you probably dont listen to top 40 radio or watch the evening news. This idea of the end of normal is essential to work because if youre selling ads at a top 40 station, work probably isnt much fun these days. Embrace the weird and it can be!

I love this quote from the book: The epic battle of our generation is between the status quo of mass and the never-ceasing tide of weird.

Weirdness takes many forms. When everyone else is carrying nylon computer bags and sporty backpacks, weird people insist on an old-fashioned leather briefcase (guilty). Many people think it is weird to go to over 50 Grateful Dead concerts and own recordings of hundreds of their concerts (also guilty).

Is it weird to spend six hours on a beautiful Saturday afternoon in a dingy rec room playing Dungeons and Dragons? To collect chewing gum wrappers and own over 2,000, with examples from over 50 countries? To read instead of watching television? To ride a bike instead of driving?

The weird is us. And the weird is you. (What would they think if they knew?!).

In other words, weirdness is a huge market. Id argue that unless you sell a commodity product - like paperclips - that you need to embrace the weird
buyer in your marketing efforts. Heck, there are animal shaped paperclips and colored paperclips and huge paperclips so even commodities can be marketed to the weird.


You can read We Are All Weird in an hour. Or savor the book in small bites over a day (as I did). It is an important book with a very simple idea. Yet so far, only true weirdos really understand the implication of these ideas for life and work.

Now is the time to embrace your weird.

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