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Perennial seller His latest book is “Perennial Seller: The Art of Making and Marketing Work that Lasts”. A “Loveability” approach to selling. “Lovability” brings more of those strings together, including the attitude of entrepreneurs and start-ups to business. Why focus on pivoting, PR spin, fundraising, valuations and exits?

Perennial Seller: The Art of Making and Marketing Work

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Bestselling author and marketer Ryan Holiday calls such works and artists perennial sellers. How do they endure and thrive while most books, movies, songs, video games, and pieces of art

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disappear quickly after initial success? How can we create and market creative works that achieve longevity?

Perennial Seller: The Art of Making and Marketing Work

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Whether it's a book, art, music or some other product of your imagination, your job is to make others want it. Some will be satisfied with a quick payoff and move on to another project. In this book, Ryan Holiday offers strategies for making your creation a lasting--a perennial--seller, a project with an unlimited lifetime of reward.

Perennial Seller: The Art of Making and Marketing Work

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Perennial Seller : The Art of Making and Marketing Work That Lasts by Ryan Holiday (2017, Hardcover)

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Perennial Seller : The Art of Making and Marketing Work

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Perennial Seller: The Art of Making and Marketing Work

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Perennial Seller bestselling author and marketing strategist Ryan Holiday reveals to creatives of all stripes—authors, entrepreneurs, musicians, filmmakers, fine artists—how a classic work is made and marketed. In Perennial Seller, Holiday shows readers how to make and market their own classic work. Featuring interviews with some of the world’s greatest creatives, and grounded in a deep study of the classics in every genre, this exciting new book empowers readers with a foundational ...

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"Perennial Seller" by Ryan Holiday

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Perennial seller : the art of making and marketing work

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To be a perennial seller. Because that's where the impact is, in reaching people, and lasting. You can read all about this in my book Perennial Seller: The Art of Making and Marketing Work that Lasts which is officially out now.

What is a 'Perennial Seller' and Why Do They Matter ...

Perennial Seller: The Art of Making and Marketing Work that Lasts by Ryan Holiday Perennial Seller ebook
epub/pdf/prc/mobi/azw3 Perennial Seller - The book that Inc. says "every entrepreneur should read" and an FT Book of

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the Month selection...

Perennial Seller: The Art of Making and Marketing Work

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To get started finding Perennial Seller: The Art of Making and Marketing Work That Lasts , you are right to find our website which has a comprehensive collection of manuals listed. Our library is the biggest of these that have literally hundreds of thousands of different products represented.

Perennial Seller: The Art of Making and Marketing Work

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Instead of the detail step-by-step process, Perennial Seller covers the fundamental principles of creating great work that lasts. I believe it's true that we can't use tactics that will probably expire sooner than we think when our aim is to create something that lasts for decades to come. Here comes the line

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that resonates with me the most:

Book Summary: Perennial Seller by Ryan Holiday

Perennial Seller : The Art of Making and Marketing Work That Lasts by Ryan Holiday Overview - The book that Inc. says "every entrepreneur should read" and an FT Book of the Month selection...

Perennial Seller : The Art of Making and Marketing Work

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— Ryan Holiday, Perennial Seller: The Art of Making and Marketing Work that Lasts. 1 likes. Like “So we ask ourselves: Why are things the way they are? What practices should be questioned and which should remain sound? This allows us to be both exotic and accessible, shocking but not gratuitous, fresh without sacrificing timelessness.”

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