

# Unleashing the SUPER Ideavirus

By Seth Godin, Malcolm Gladwell

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**Unleashing the SUPER Ideavirus** By Seth Godin, Malcolm Gladwell


*We live in a world where consumers actively resist marketing. So it's imperative to stop marketing at people. The idea is to create an environment where consumers will market to each other.*

In a world where an Internet video of a piano-playing cat gets more public attention than a multi-million dollar television ad, how can marketers and businesses spread their message? If you can get people to accept, embrace, and adore your ideas, you win. You win financially, you gain power, and you change the world in which we live.

In this enhanced edition of *Unleashing the SUPER Ideavirus*, Godin outlines the tactics you need to survive and thrive in today's fast-paced information economy and presents inspiring, entertaining examples of brands who changed the world.

## About the author

Seth Godin is the author of twelve books that have been bestsellers around the world and changed the way people think about marketing, change and work. His books have been translated into more than 35 languages, and his ebooks are among the most popular ever published. He is responsible for many words in the marketer's vocabulary, including permission marketing, ideaviruses, purple cows, the dip and sneezers. His irrepressible speaking style and no-holds-barred blog have helped him create a large following around the world.

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