



by Seth Godin

Here's a neat way to invent a new Purple Cow.
Figure out what the always is.
Then do something else...

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Do the Never *by* Seth Godin

Here's a neat way to invent a new Purple Cow.
Figure out what the always is. Then do something else...
Toothpaste always comes in a squeezable tube.
Business travelers always use a travel agent.
Politicians always have their staff screen their calls.
Figure out what the always is, then do exactly the opposite.

Do the never.

