



# Seth Godin

Best-selling Author, Entrepreneur, High Profile Blogger and Agent of Change



## CSA Celebrity Speakers Ltd

Seth Godin is the author of 18 books that have been bestsellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything.

### "The Ultimate Entrepreneur for the Information Age" Business Wee

#### In detail

Recently, Seth launched a series of four books via Kickstarter. The campaign reached its goal after three hours and ended up becoming the most successful book project ever done this way. He has spoken twice at the prestigious TED.org conference as well as to millions of people at public events and at companies as diverse as Disney, Cadillac, eBay, Google, Amazon, Microsoft and Adobe amongst others. Seth founded Yoyodyne and Squidoo and his blog is one of the most influential business blogs in the world. In 2013 he was inducted into the Direct Marketing Hall of Fame.

#### What he offers you

In his enlightening presentations Seth focuses on the creative thinking necessary for a business to create "a purple cow" - an offering that stands out from the crowd and causes customers to take notice. In 2011 and 2007 he was listed in the Thinkers 50 list of global business thinkers.

#### How he presents

Using extremely successful real-world examples from companies such as the United States Postal Service and Otis Elevator Company, he skilfully reveals the benefits of using creative, remarkable thinking to transform business ideas and practices.

#### Topics

- Marketing
- Change Management
- The Future of Work
- Innovative Marketing Strategies

#### Languages

Seth presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.

#### Publications

##### 2012

- The Icarus Deception: How High Will You Fly?
- Whatcha Gonna Do with That Duck?: And Other Provocations, 2006-2012
- V Is for Vulnerable: Life Outside the Comfort Zone

##### 2011

- We Are All Weird

##### 2008

- Tribes: We Need You to Lead Us

##### 2007

- The Dip: A Little Book That Teaches You When to Quit (and When to Stick)

##### 2006

- Small is the New Big