Seth Godin

Best-selling Author, Entrepreneur & Agent of Change

"The Ultimate Entrepreneur for the Information Age" Business Week

Seth Godin, a true agent of change, is world-renowned for his innovative marketing strategies. He focuses on the post-industrial revolution, the way ideas spread, leadership and most of all change. Seth also founded two companies, Squidoo and Yoyodyne (acquired by Yahoo!).

TOPICS:

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

LANGUAGES:

Seth presents in English.

PUBLICATIONS:

2018 This is Marketing

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

IN DETAIL:

In 2011 and 2007 Seth was listed in the Thinkers 50 list of global business thinkers. He is a member of the Direct Marketing and the Marketing Hall of Fame and might be the only person in both. 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.

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.

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.