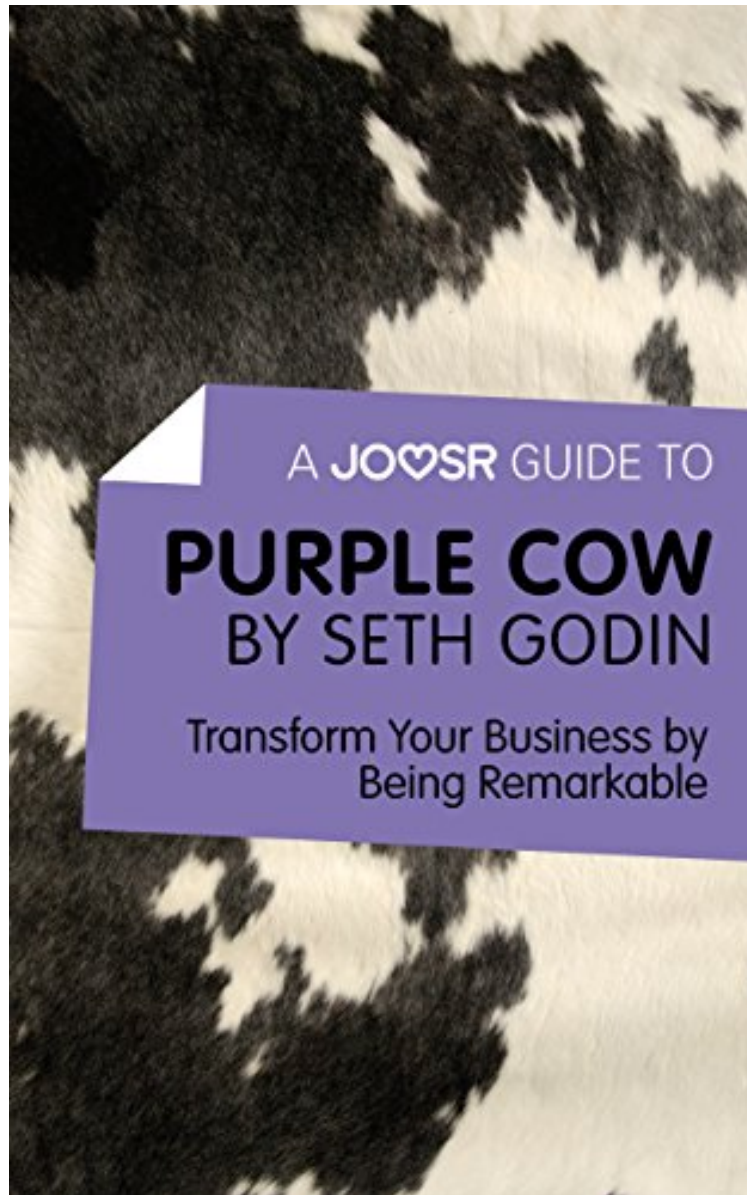


## A Joosr Guide to... Purple Cow by Seth Godin: Transform Your Business by Being Remarkable

*Joosr*

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- That your best potential customers should be seeking you out, and not the other way around
- Why catering your products and ads to the majority is the worst thing you can do
- How to expand your business once you've created a successful product.