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*Seth Godin*

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## **Small Is the New Big: And Other Riffs, Rants, and Remarkable Business Ideas** Seth Godin

Big business used to be a good thing. Big meant economies of scale, lots of resources, and more power. Big meant better. Then small happened. Seth Godin, the avant-garde marketer and international bestselling author, explores how small companies with targeted ideas and savvy marketing are turning out to be the next "big" thing.

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