



MEATBALL SUNDAE:

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Seth Godin describes a Meatball Sundae: "The result of combining two perfectly good items that don't go well together."

The meatballs are the basic staples, the things that people need, the stuff that used to be marketed quite effectively with TV ads and other mass-market techniques.

The topping is the New Marketing. Web sites, My Space, YouTube, permission marketing, and viral techniques are all part of the magic that makes up the top of the sundae."

This book goes further discuss what is happening to Marketing today and if you have any passion for Marketing, you'll fly through the 230-pages. Seth Godin discuss all areas of marketing and business philosophy, how companies have changed for the future and how some companies have not!

"If your idea, or issue, or candidate, or product isn't catching on, you haven't been reading Seth Godin. Meatball Sundae will catch you up fast."

- Micah Sifry, cofounder, Personal Democracy Forum

"Godin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketer...and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should and will function."

- Miami Herald

