Seth Godin

Best-selling Author, Entrepreneur & Agent of Change

CSA CELEBRITY SPEAKERS

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!).

"The Ultimate Entrepreneur for the Information Age" Business Week

Im Einzelnen

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.

Seine Vorträge

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.

Sein Vortragsstil

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.

Themen

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

Sprachen

Seth presents in English.

Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.

Wie können Sie den Redner buchen?

Per Telefon oder E-Mail.

Publikationen

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