

Perennial Seller The Art Of Making And Marketing Work That Lasts

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Bestselling author and marketer Ryan Holiday calls such works and artists perennial sellers. How do they endure and thrive while most books, movies, songs, video games, and pieces of art disappear quickly after initial success? How can we create and market creative works that achieve longevity?

Perennial Seller: The Art of Making and Marketing Work ...
Whether it's a book, art, music or some other product of your imagination, your job is to make others want it. Some will be satisfied with a quick payoff and move on to another project. In this book, Ryan Holiday offers strategies for making your creation a lasting—a perennial—seller, a project with an unlimited lifetime of reward.

Perennial Seller: The Art of Making and Marketing Work ...
Perennial Seller: The Art of Making and Marketing Work That Lasts by Ryan Holiday. Summary. This book will teach you how to make something which stands the test of time, something great, a masterpiece, how to present it in a compelling, way how to market it, and how to create a platform around it. Key Takeaways.

Perennial Seller: The Art of Making and Marketing Work ...
Perennial Seller: The Art of Making and Marketing Work That Lasts. Author(s): Ryan Holiday. Narrator(s): Ryan Holiday. Category: Business. Runtime: 7 hrs Release Date: 2017-07-18 Rating: 4.5 (975 ratings)

Perennial Seller: The Art of Making and Marketing Work ...
Perennial Seller: The Art of Making and Marketing Work that Lasts by Ryan Holiday Perennial Seller ebook epub/pdf/prc/mobi/azw3 Perennial Seller - The book that Inc. says "every entrepreneur should read" and an FT Book of the Month selection...

Perennial Seller: The Art of Making and Marketing Work ...
Perennial seller His latest book is "Perennial Seller: The Art of Making and Marketing Work that Lasts". A "Loveability" approach to selling. "Loveability" brings more of those strings together, including the attitude of entrepreneurs and start-ups to business. Why focus on pivoting, PR spin, fundraising, valuations and exits?

Perennial Seller: The Art of Making and Marketing Work ...
Perennial Seller B estselling author and marketing strategist Ryan Holiday reveals to creatives of all stripes—authors, entrepreneurs, musicians, filmmakers, fine artists—how a classic work is made and marketed. In Perennial Seller, Holiday shows readers how to make and market their own classic work. Featuring interviews with some of the world's greatest creatives, and grounded in a deep study of the classics in every genre, this exciting new book empowers readers with a foundational ...

"Perennial Seller" by Ryan Holiday
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Instead of the detail step-by-step process, Perennial Seller covers the fundamental principles of creating great work that lasts. I believe it's true that we can't use tactics that will probably expire sooner than we think when our aim is to create something that lasts for decades to come. Here comes the line that resonates with me the most:

Book Summary: Perennial Seller by Ryan Holiday
Bestselling author and marketer Ryan Holiday calls such works and artists perennial sellers. How do they endure and thrive while most books, movies, songs, video games, and pieces of art disappear quickly after initial success? How can we create and market creative works that achieve longevity?

Perennial Seller on Apple Books
Perennial Seller: The Art of MAKING and MARKETING Work that LASTS ft. @ryanholiday - YouTube. Ryan Holiday an American best selling author, marketer, and entrepreneur. He's the media strategist ...

Perennial Seller: The Art of MAKING and MARKETING Work that LASTS ft. @ryanholiday
Perennial sellers are made by indefatigable artists who, instead of handing off their manuscripts to nonexistent caretakers—"kissing it up to God," to use a Hollywood expression—see every part of the process as their responsibility. They take control of their own fate. Not simply as artists but as makers and managers.

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