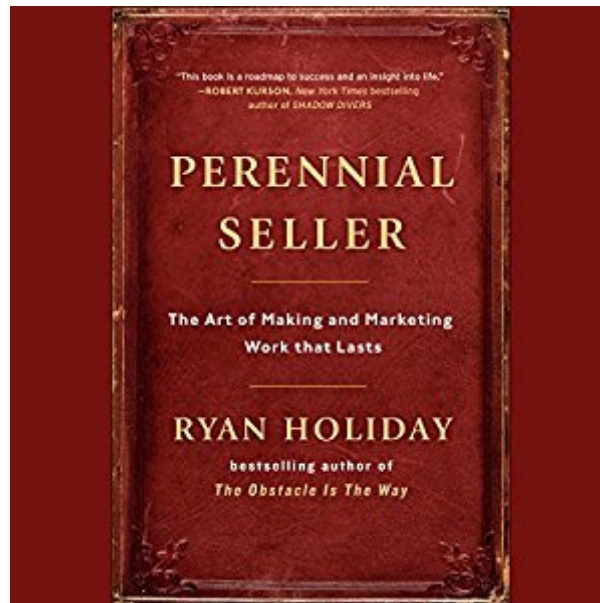




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# Perennial Seller: The Art Of Making And Marketing Work That Lasts



## Synopsis

How did the movie *The Shawshank Redemption* fail at the box office but go on to gross more than \$100 million as a cult classic? How did *The 48 Laws of Power* miss the best-seller lists for more than a decade and still sell more than a million copies? How is Iron Maiden still filling stadiums worldwide without radio or TV exposure 40 years after the band was founded? Best-selling 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? Holiday explores this mystery by drawing on his extensive experience working with businesses and creators such as Google, American Apparel, and the author John Grisham as well as his interviews with the minds behind some of the greatest perennial sellers of our time. His fascinating examples include: Rick Rubin, producer for Adele, Jay-Z, and the Red Hot Chili Peppers, who teaches his artists to push past short-term thinking and root their work in long-term inspiration. Tim Ferriss, whose books have sold millions of copies, in part because he rigorously tests every element of his work to see what generates the strongest response. *Seinfeld*, which managed to capture both the essence of the '90s and timeless themes to become a modern classic. Harper Lee, who transformed a muddled manuscript into *To Kill a Mockingbird* with the help of the right editor and feedback. Winston Churchill, Stefan Zweig, and Lady Gaga, who each learned the essential tenets of building a platform of loyal, dedicated supporters. Holiday reveals that the key to success for many perennial sellers is that their creators don't distinguish between the making and the marketing. The product's purpose and audience are in the creator's mind from day one. By thinking holistically about the relationship between their audience and their work, creators of all kinds improve the chances that their offerings will stand the test of time.

## Book Information

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## Customer Reviews

An enjoyable read that felt a bit like coming home. Overall insightful information that felt meaningful. It isn't often one comes across these philosophies in today's world which makes it that much more appreciated when you do.

If you aspire to ever create noteworthy work, you have to understand that it won't happen by chance, luck or inspiration. It will take a great deal of work, but that does not even begin to define the whole picture. To get that picture, read this book. It will teach you what makes the difference between mediocre, average, good, great and remarkable work - this book falling in that last category. Besides the enjoyable reading experience, this is a book that can have a life lasting value to the work you do - or will do.

Another solid work by Ryan Holiday...much different than his last 2 books, but thought provoking and practical. Well worth the time...make the time to read this book and you will find the investment worth it!

What a wonderful read. I loved the step by step approach of planning WHY & then how you'd want to create work (any work) that lasts a long time. Ryan's work is always so easy to read: practical, insightful & actionable. pure gold.

Mr. Holiday's latest book gives insight into why some books, music and products are almost eternal in society. He artfully offers ways your work can do the same. This book is a must read for anyone involved in not only creative work, but whoever wants to build an idea that endures.

This is Ryan's most interesting read yet. There are times where I read his work and it feels like I am reading a case study collection, this one is very very different. Ryan really brings to light his deep strategic thought, clear writing style and is extremely quotable. I found it immediately applicable in my work in the very same way I found stoicism in life.

Awesome. I love the Audible version, but I've already purchased 5 hard copies and given out 2 as gifts to people struggling with different problems. The solutions help artists communicate more effectively, help salespeople be more genuine and help you succeed and enjoy succeeding in our society's capitalist requirements.

A departure from Obstacle/Ego and return to the Confessions vibe. The closest thing Ryan has "to-how" to guide. Incredibly fast and direct. Great stories to support the lessons. I'll certainly be revisiting the text for some of its gems for years to come.

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