

MKTG:4500

Ragavi Chandrashekar

Seth Godin

1) What did Otto Rohwedder do?

- a. He invented sliced bread. He focused on developing the product and patent but not marketing and spreading the word about it.

2) What is the point he's making with the purple cow?

- a. Purple cows are remarkable. They are something new, unique and interesting. You need something different to get talked about

3) What does he mean by "Remarkable"?

- a. Remarkable means worth making a remark about. Something that people will talk about.

4) What type of people does Seth suggest you should focus your market efforts? You can use the bell curve or just describe the type of people he discusses.

- a. He wants to market to people who will care and not ignore. Market to the people with the obsession enough to listen to you and spread it to their friends and their entire "curve"

5) What is Otaku?

- a. Describes a great desire of someone who's obsessed with a product/service or item

6) Prior to this assignment, were you familiar with Seth Godin? Is he commonly referred to in your business and/or marketing classes?

- a. I was not familiar with seth godin but he is a great speaker!