

**SETH GODIN**

How I broke my nose (for the second time)

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The first time was youthful bravery--I was playing hockey with people far better than I (not older, merely better) and they slammed me into the boards. That's something almost heroic, at least when you're twelve.

No, the second time was two days ago. I finished a delightful breakfast with a friend and as I walked out of the restaurant, I focused on the door to the street and the weather outside--and completely ignored the interior plate glass door, slamming right