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“Lovability” brings more of those strings
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Why focus on pivoting, PR spin,
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Perennial Seller by Ryan Holiday dissects the process of making and marketing classics. Drawing on examples ranging from To Kill a Mockingbird to Craigslist and Iron Maiden, Holiday distills the timeless principles shared by Winston Churchill, Lady Gaga, and Stefan Zweig (whose biography of Magellan I recommended in a previous edition of this newsletter).

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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?

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Bestselling 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

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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 set of innovative ...

"Perennial Seller" by Ryan Holiday

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Perennial Seller: The Art of Making and Marketing Work that Lasts by Ryan Holiday is his latest book on how to create meaningful work that stands the test of

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time. It's a formula to help you create a
piece of art that becomes both a classic
and legendary.

Perennial Seller by Ryan Holiday book review - Ste Davies

You want to be evergreen. To sell for decades. To be classic. To make the backlist. To be a perennial seller. Because that's where the impact is, in reaching people, and lasting. You can read all about this in my book Perennial Seller: The Art of Making and Marketing Work that Lasts which is officially out now. James Altucher has said it's my best book yet and Michael Rapino, the CEO and president of Live Nation, says it's a "formula for becoming a classic and legendary."

What is a 'Perennial Seller' and Why Do They Matter ...

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