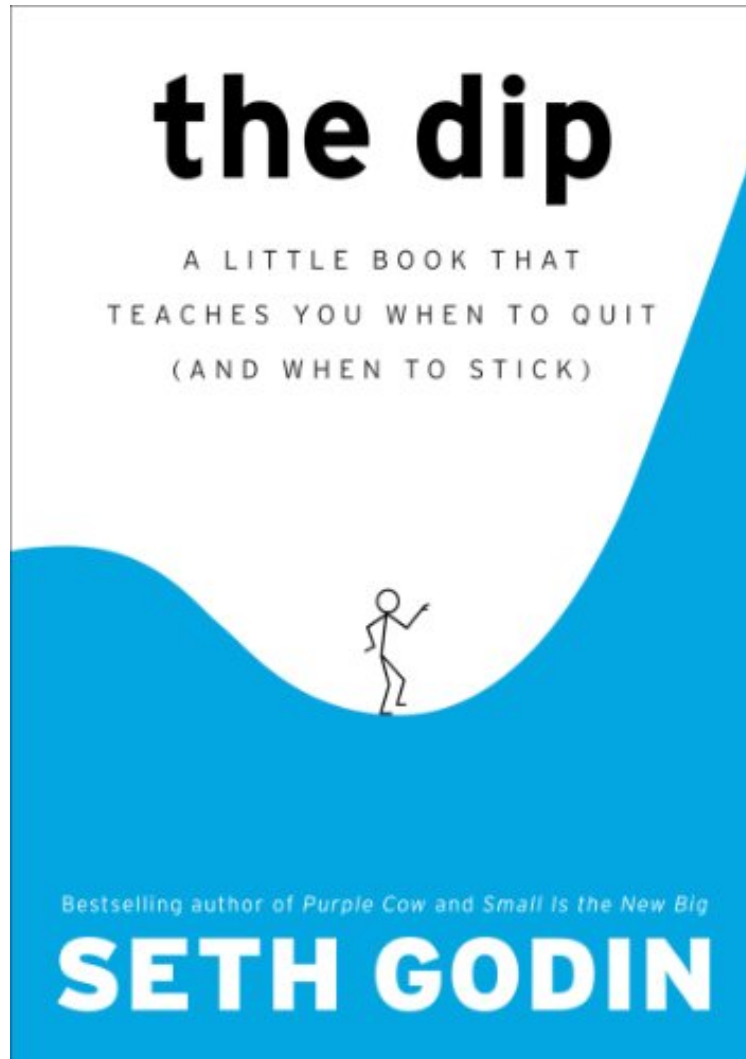


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## The Dip: A Little Book That Teaches You When to Quit (and When to Stick)

Seth Godin

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**Seth Godin : The Dip: A Little Book That Teaches You When to Quit (and When to Stick)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Dip: A Little Book That Teaches You When to Quit (and When to Stick):

1 of 1 people found the following review helpful. Clever, witty, thought provoking, and in the end just plain food reading. By Ernane IungRead this book at one sitting. It reads effortlessly, is light, witty, entertaining, funny and quite profound. It challenges conventional wisdom about quitting by introducing you to the Dip. The Dip is something we all know, but may lack the courage to admit to ourselves, but if we do, the rewards for pushing through it can be game changers ( or rather life changers). Curious choices for certain examples, like that for Senseo (so few people know

about it in the US, but guess that's why he chose it, right?). Additionally, found enlightening his comments and comparisons on Google and Microsoft. Two very different, but nonetheless effective ways of getting through the Dip. All in all, delightful, fun, and highly recommended. 0 of 0 people found the following review helpful. Absolutely perfect. One of the most satisfying reads ever. By ktThis book saved me from spending thousands of dollars on executive coaching. It was so on point. Every confusing question that was swirling in my head was answered by this book. It was quick and to the point. Absolutely perfect. One of the most satisfying reads ever. Life changing. I had to keep replaying the audio over and over again because every other sentence was a light bulb moment. The information wasn't rocket science- it just gave me the clarity I sorely needed at exactly the right time. If you're still confused about whether you should stay or go after reading this book something is wrong with you! 1 of 1 people found the following review helpful. Great little read, but prepare to define your "dip" By Miranda M. Great quick little read, but it really only helpful if you can tell if your situation is a "dip" or "cul de sac". The book helps you decide how to go from there, but not in how to really identify one.

A New York Times, USA Today, and Wall Street Journal bestseller In this iconic bestseller, popular business blogger and bestselling author Seth Godin proves that winners are really just the best quitters. Godin shows that winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip. Every new project (or job, or hobby, or company) starts out fun; then gets really hard, and not much fun at all. You might be in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac—a total dead end. What really sets superstars apart is the ability to tell the two apart. Winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can beat the Dip to be the best, you'll earn profits, glory, and long-term security. Whether you're an intern or a CEO, this fun little book will help you figure out if you're in a Dip that's worthy of your time, effort, and talents. The old saying is wrong—winners do quit, and quitters do win.

From Publishers Weekly Yet another easily digestible social marketplace commentary from the blogger/author who penned Purple Cow and Small is the New Big, Godin prescribes a cleverly counter-intuitive way to approach one's potential for success. Smart, honest, and refreshingly free of self-help posturing, this primer on winning-through-quitting is at once motivational and comically indifferent, making the lofty goal of "becoming the best in the world" an achievable proposition—all you need is to "start doing some quitting." The secret to "strategic quitting" is seeking, understanding and embracing "the Dip," "the long slog between starting and mastery" in which those without the determination or will find themselves burning out. As such, Godin demonstrates how to identify and quit your "Cul-de-Sac" and "Cliff" situations, in which no amount of work will lead to success. Godin provides tips for finding your Dip, taking advantage of it and becoming one of the few (inevitably valuable) players to emerge on the other side; he also provides guidelines for quitting with confidence. Quick, hilarious and happily irreverent, Godin's truth—that "we fail when we get distracted by tasks we don't have the guts to quit"—makes excellent sense of an often-difficult career move. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "A short read that should be on every entrepreneur's book list." —Entrepreneur.com "Absolutely delightful, combining his wise aphorisms and anecdotes with Hugh MacLeod's darkly brilliant business-card cartoons." —Chris Anderson, author of The Long Tail About the Author Seth Godin is the author of more than a dozen bestsellers that have changed the way people think about marketing, leadership, and change, including Permission Marketing, Purple Cow, All Marketers Are Liars, Small is the New Big, The Dip, Tribes, Linchpin, and Poke the Box. He is also the founder and CEO of Squidoo.com and a very popular lecturer. He writes one of the most influential business blogs in the world at [sethgodin.com](http://sethgodin.com).