



The Dip A Little Book That Teaches You When to Quit and When to Stick

By Seth Godin

Portfolio Hardcover. Hardcover. Book Condition: New. Hardcover. 96 pages. Dimensions: 7.1in. x 5.0in. x 0.7in. The old saying is wrong winners do quit, and quitters do win. Every new project (or job, or hobby, or company) starts out exciting and fun. Then it gets harder and less fun, until it hits a low point really hard, and not much fun at all. And then you find yourself asking if the goal is even worth the hassle. Maybe you're in a Dip a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac, which will never get better, no matter how hard you try. According to bestselling author Seth Godin, what really sets superstars apart from everyone else is the ability to escape dead ends quickly, while staying focused and motivated when it really counts. Winners quit fast, quit often, and quit without guilt until they commit to beating the right Dip for the right reasons. In fact, winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can become number one in your niche, you'll get more than your fair share of profits, glory, and long-term security....



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Reviews

A fresh e book with an all new viewpoint. It can be rally exciting throgh studying period of time. You will like the way the writer write this publication.

-- **Tania Cormier**

An extremely wonderful pdf with perfect and lucid information. Better then never, though i am quite late in start reading this one. I realized this publication from my dad and i recommended this publication to understand.

-- **Clinton Johns DDS**