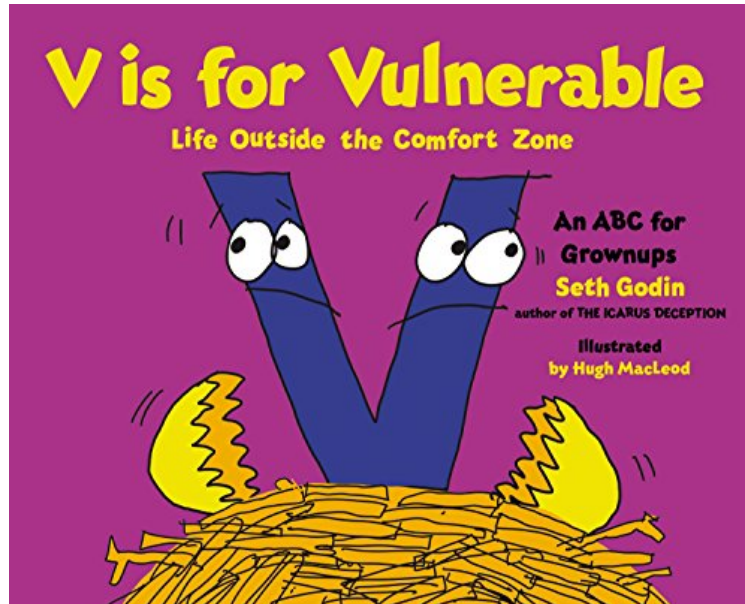


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## V Is for Vulnerable: Life Outside the Comfort Zone

Seth Godin

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**Seth Godin : V Is for Vulnerable: Life Outside the Comfort Zone** before purchasing it in order to gage whether or not it would be worth my time, and all praised V Is for Vulnerable: Life Outside the Comfort Zone:

0 of 0 people found the following review helpful. an awesome, inspiring, book, pointing at feelings all of deal withBy Gisela HausmannLove Seth Godin's work and bought this book to see a "different perspective". Never thought I'd see "B as in Bird" or "O as in One-Buttock". Probably the neatest picture (though not too impressive) is J as in JOY. I think subconsciously I may have waited to see it. It's not a big surprise that this comes from Seth Godin. He has new ideas. All in all it is an awesome, inspiring, book, pointing at feelings all of deal with. This book confirms that we are on the right track. Highly recommended! 5 stars Gisela Hausmann, author blogger 0 of 0 people found the following review helpful. 5 Stars for Seth Godin ABC for Grownups By Ruth Cox Art at its finest is born of basic premises of a craft. Seth takes the reader back to the basics in An ABC for Grownups, each letter having its own artistic truth. Yes, V is for Vulnerable and the letter Z begged me to enjoy a tidbit of Life Outside the Comfort Zone as I read it as a personal challenge to learn and apply--whipping up an old recipe that was new to a not-the-kitchen-queen me. This really was a stretch for me but in the end I learned I must not take shortcuts in my creativity. I learned through this creative endeavor that just like a child I must recite the ABCs, again and again, in order for the end result of my artistry to become a masterpiece worthy of sharing with the world at large. I have re-read this gem of a book repeatedly, its words from Seth Godin and its illustrations by Hugh MacLeod a remarkable tool for adults, filled with basic knowledge designed for creative me to to apply to that which I create and publish for your reading and viewing pleasure. I highly recommend V is for Vulnerable as a treasure for all grownups to read and apply to their creative life. 0 of 0 people found the following review helpful. Almost, but not quite By James Lerman I'm a great fan of Godin's and have enjoyed his books, videos, and blog immensely. I think this book is excellent in some parts, but not so much in others. I'd call it a double rather than a home run. I don't think the artwork adds very much, nor does it detract a great deal either. The idea of the alphabetic approach is fine; some of the letter statements are excellent, most are very good, but too many are self-indulgent, miss their mark, or are just unclear. Given my high

regard for Godin, I was expecting more.

V is for Vulnerable by Seth Godin is a full-color ABC book for grown-ups, with a powerful message about doing great work. V is for Vulnerable looks and feels like a classic picture book. But it's not for kids, it's for hardworking adults. It highlights twenty-six of Seth Godin's principles about treating your work as a form of art, with illustrations by acclaimed cartoonist Hugh MacLeod. A sample: A is for Anxiety, which is experiencing failure in advance. Tell yourself enough vivid stories about the worst possible outcome and you'll soon come to believe them. Worry is not preparation, and anxiety doesn't make you better. F is for Feedback, which can be either a crutch or a weapon. Use it to make your work smaller, safer, and more likely to please everyone (and fail in the long run). Or use it as a lever to further push you to embrace what you fear and what you're capable of. This is unlike any previous Godin book and makes a great gift, both for loyal fans and those who've never read him before. Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change including Permission Marketing, Purple Cow, All Marketers are Liars, The Dip and Tribes. He is the CEO of Squidoo.com and a very popular lecturer. His blog, [www.sethgodin.typepad.com](http://www.sethgodin.typepad.com), is the most influential business blog in the world, and consistently one of the 100 most popular blogs on any subject. From the Hardcover edition.

About the Author Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change including Permission Marketing, Purple Cow, All Marketers are Liars, The Dip and Tribes. He is the CEO of Squidoo.com and a very popular lecturer. His blog, [www.sethgodin.typepad.com](http://www.sethgodin.typepad.com), is the most influential business blog in the world, and consistently one of the 100 most popular blogs on any subject.