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# SETH GODIN

LONDON  
SPEAKER  
BUREAU

- Most popular marketing blogger & bestselling author



## Topics

- Business
- Communications
- Information
- Marketing
- Social Media

Seth Godin has written fourteen books that have been translated into more than thirty languages. Every one has been a bestseller. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything.

American Way Magazine calls him, “America’s Greatest Marketer,” and his blog is perhaps the most popular in the world written by a single individual. His latest book, *We Are All Weird*, calls for end of mass and for the beginning of offering people more choices, more interests and giving them more authority to operate in ways that reflect their own unique values, and Seth once again breaks the traditional publishing model by releasing it through The Domino Project. His recent Kickstarter for his newest book, *The Icarus Deception*, published in January 2013, broke records for its size and the speed that it reached its goal.

As an entrepreneur, he has founded dozens of companies, most of which failed. His latest company, *Squidoo.com*, is ranked among the top 125 sites in the US (by traffic) by Quantcast. It allows anyone (even you) to build a page about any topic you’re passionate about. The site raises money for charity and pays royalties to its million plus members.

Seth is a renowned speaker as well. He was recently chosen as one of 21 Speakers for the Next Century by Successful Meetings and is consistently rated among the very best speakers by the audiences he addresses. Seth was founder and CEO of Yoyodyne, the industry’s leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin worked as VP Direct Marketing at Yahoo before leaving to become a full time speaker, writer and blogger.

He holds an MBA from Stanford, and was called “the Ultimate Entrepreneur for the Information Age” by Business Week.