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Perennial Seller: The Art of Making and Marketing Work ...

Perennial Seller : The Art of Making and Marketing Work That Lasts by Ryan Holiday (2017, Hardcover)

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work that lasts. I believe it's true that we can't use tactics that will probably expire sooner than we think when our aim is to create something that lasts for decades to come. Here comes the line that resonates with me the most:

Book Summary: Perennial Seller by Ryan Holiday

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Perennial Seller : The Art of Making and Marketing Work That Lasts by Ryan Holiday Overview - The book that Inc. says "every entrepreneur should read" and an FT Book of the Month selection...

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