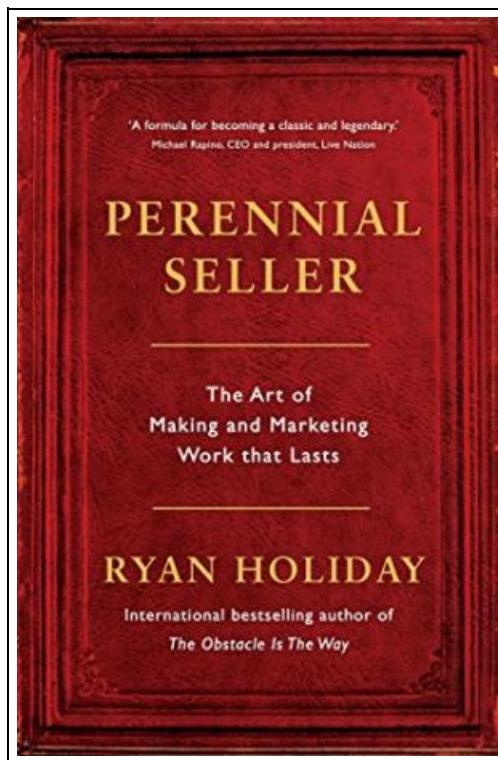


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Profile, 2017. Soft cover. Condition: New. 256pp. Classic. Evergreen. Cult. Backlist. We can all identify with products that seem to last forever and just keep selling. But how can we create things that can and should last, especially in an environment where short-term gain and flash-in-the-pan success are so often the benchmark, where Hollywood movies are written off after a weekend or Silicon Valley start-ups are considered to have failed if they don't go viral? Enter Ryan Holiday and his concept of the Perennial Seller, products that exist in every creative industry, timeless, dependable resources and unsung money-makers, increasing in value over time and outlasting and outstretching the competition. Holiday shows us that creating a classic doesn't have to be a fluke or just a matter of luck. In Perennial Seller he takes us back to the first principles of the models and thinking that underpin the creation of something built to last. Featuring interviews with some of the world's greatest entrepreneurs and creatives and grounded in a deep study of the classics from every genre, the book shares a mind-set and approach we can all adopt to make and market a classic work.

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