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Whether it's a book, art, music or some other product of your imagination, your job is to make others want it. Some will be satisfied with a quick payoff and move on to another project. In this book, Ryan Holiday offers strategies for making your creation a lasting--a perennial--seller, a project with an

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

Perennial Seller B estselling author and marketing strategist Ryan Holiday reveals to creatives of all stripes—authors, entrepreneurs, musicians, filmmakers, fine artists—how a classic work is made and marketed. In Perennial Seller, Holiday shows readers how to make and market their own classic work. Featuring interviews with some of the world’s greatest creatives, and grounded in a deep study of the classics in every genre, this exciting new

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To be a perennial seller. Because that's where the impact is, in reaching people, and lasting. You can read all about this in my book Perennial Seller: The Art of Making and Marketing Work that Lasts which is officially out now.

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— Ryan Holiday, Perennial Seller: The Art of Making and Marketing Work that Lasts. 1 likes. Like "So we ask ourselves: Why are things the way they are? What practices should be questioned and which should remain sound? This allows us to be both exotic and accessible, shocking but not gratuitous, fresh without sacrificing timelessness."

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