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The Psychology of Seth Godin's The Icarus Deception

The Icarus Deception (2012) takes aim at a myth as old as the ancient Greeks – that aiming high is bound to end in tears. Icarus might have flown too close to the sun, but we usually forget that he was also warned not to fly too

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The Icarus Deception: How High Will
You Fly?: Seth Godin ...

The Icarus Deception summary:

Author: Seth Godin So much insight,
feel so many of the aspects are very
relatable. How high will you fly. This is

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in reference to Icarus who died because of his hubris ignoring his father's advice not to fly high, close to the sun because his wings are attached using wax.

Book review: The Icarus Deception, by Seth Godin

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The Icarus Deception turns society upside-down in order to awaken the reader's rebellious spirit and encourage him to create (Management Today) About the Author Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the

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ways ideas spread, leadership and
change including Permission ...

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encourage him to create Management
Today . About the Author

The Icarus Deception: How High Will
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Godin zags Icarus in two ways: The
Prevailing Wisdom is "Don't fly too
high." The first part of the Provocative

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Wisdom is that our modern-day castles that perpetuate the myths of safety and conformity (drawing from Joseph Campbell's work) are corporations – potentially the sources of his fiercest readers' angst and ire.

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The Icarus Deception How High
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You Fly? [Seth Godin] on
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as a form of art Everyone knows that

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Icarus's father made him wings and told him not to fly too close to the sun; he ignored the warning and plunged to his doom.

The Icarus Deception: How High Will You Fly? - Seth Godin ...

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ICARUS DECEPTION How High Will You Fly? SETH GODIN SETH GODIN is the author of more than seventeen books including Meatball Sundae ...

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reader's rebellious spirit and encourage him to create * Management Today * About the Author Seth Godin is the author of fourteen international bestsellers, including Purple Cow , The Dip , Tribes , Linchpin , and Poke the Box .

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The Icarus Deception - How High Will You Fly?

In Seth Godin's most inspiring book, he challenges readers to find the courage to treat their work as a form of art. Everyone knows that Icarus's father made him wings and told him not to fly too close to the sun; he

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ignored the warning and plunged to his doom. The lesson: Play it safe. Listen to the experts. It was the perfect propaganda for the industrial economy.

The Icarus Deception: How High Will You Fly?: Seth Godin ...

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you fly because: Seth Godin is the
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us remember the “creative types” in school, the ones who wore odd clothes and listened to strange music.

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How High Will You Fly?

Seth Godin is the author of more than a dozen bestsellers that have changed

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the way people think about marketing, leadership, and change, including Permission Marketing, Purple Cow, All Marketers Are Liars, Small is the New Big, The Dip, Tribes, Linchpin, and Poke the Box.

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You Fly? by Seth Godin ...

The must-read summary of Seth Godin's book: "The Icarus Deception: How High Will You Fly?". This complete summary of the ideas from Seth Godin's book "The Icarus Deception" explains that when you settle for small dreams, you are

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robbing the world of what you could have created if you'd tried.

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take responsibility before it's given to you - Perfectionism is lack of confidence ...

The Icarus Deception : How High Will You Fly? by Seth ...

Book review: The Icarus Deception, by Seth Godin In the connected

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economy, it's the initiators and rebels who will be the high-flyers. Tomas Chamorro-Premuzic applauds a smart and witty challenge to the status quo.

The Icarus Deception: How High Will You Fly?

In The Icarus Deception, Seth Godin's

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most inspiring book, he challenges readers to find the courage to treat their work as a form of art. Everyone knows that Icarus's father made him wings and told him not to fly too close to the sun; he ignored the warning and plunged to his doom. The lesson- Play it safe. Listen to the experts. It was the

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perfect propaganda for the industrial economy.

The Icarus Deception: How High Will You Fly? | Seth Godin ...

Perhaps the disjointedness of the narrative is part of Godin's point: "the opposite of coherent is interesting."

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Above all, Godin urges his readers not to fall prey to the Icarus deception by remembering the risk Icarus took when he flew too close to the sun, while forgetting that flying too low was just as dangerous.

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