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making and marketing classics. Drawing on examples ranging from To Kill a Mockingbird to Craigslist and Iron Maiden, Holiday distills the timeless principles shared by Winston Churchill, Lady Gaga, and Stefan Zweig (whose biography of Magellan I recommended in a previous edition of this newsletter).

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Perennial Seller: The Art of Making and Marketing Work that Lasts by Ryan Holiday is his latest book on how to create meaningful work that stands the test of time. It ' s a formula to help you create a piece of art that becomes both a classic and legendary.

Perennial Seller by Ryan Holiday book review - Ste Davies  
You want to be evergreen. To sell for decades. To be classic. To make the backlist. 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. James Altucher has said it ' s my best book yet and Michael Rapino, the CEO and president of Live

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