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THE PODCAST



*“You lead with responsibility. You lead by example. You lead by contribution. If you want to lead, start now.”*

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**SETH GODIN**

Entrepreneur, Best-selling Author, and Speaker

The extraordinary Seth Godin joins Joe to discuss the importance of focusing on the practice over outcomes, why the process matters, and how we can create buy-in within our organizations. Seth also explains why writing is an important habit to develop in our personal and professional lives.

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## About Seth

Seth Godin is the author of nineteen international bestsellers that have been translated into over 35 languages and have changed the way people think about marketing and work. He's a recent inductee the Marketing Hall of Fame, and a member of the Direct Marketing Hall of Fame, and the Guerilla Marketing Hall of Fame.

In addition to writing and speaking, Seth was founder and CEO of Squidoo.com. His blog [www.sethgodin.com](http://www.sethgodin.com) is the most popular marketing blog in the world. Before his work as a writer and blogger, Godin was Vice President of Direct Marketing at Yahoo!

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