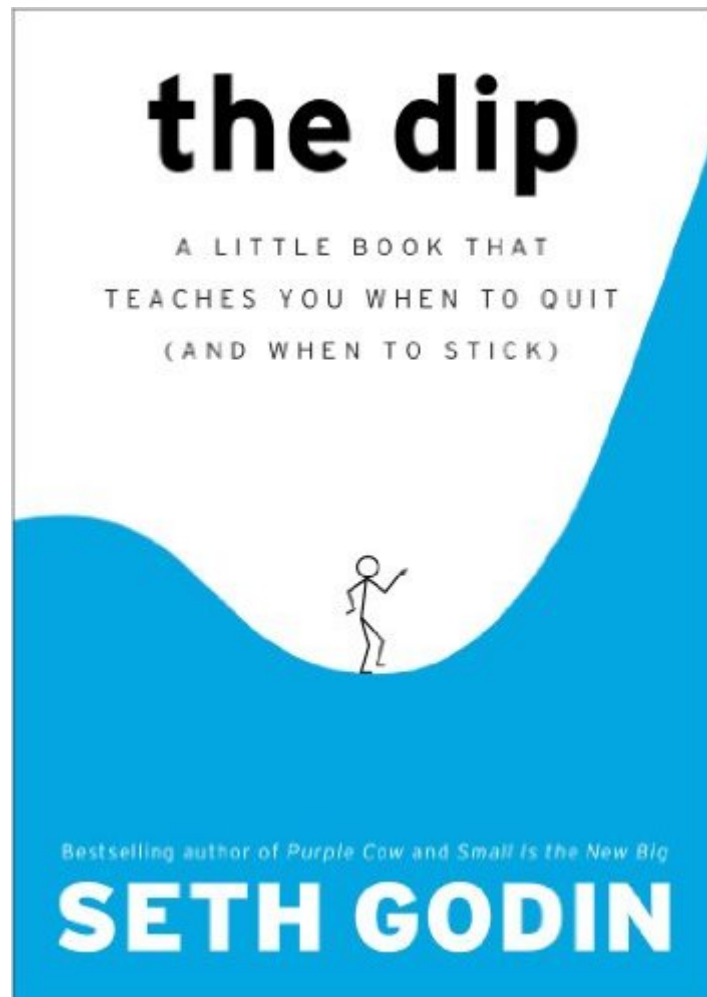


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# The Dip: A Little Book That Teaches You When To Quit (and When To Stick)



## Synopsis

The old saying is wrongâwinners do quit, and quitters do win. Every new project (or job, or hobby, or company) starts out exciting and fun. Then it gets harder and less fun, until it hits a low pointâreally hard, and not much fun at all. And then you find yourself asking if the goal is even worth the hassle. Maybe youâre in a Dipâa temporary setback that will get better if you keep pushing. But maybe itâs really a Cul-de-Sac, which will never get better, no matter how hard you try. According to bestselling author Seth Godin, what really sets superstars apart from everyone else is the ability to escape dead ends quickly, while staying focused and motivated when it really counts. Winners quit fast, quit often, and quit without guiltâuntil they commit to beating the right Dip for the right reasons. In fact, winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can become number one in your niche, youâll get more than your fair share of profits, glory, and long-term security. Losers, on the other hand, fall into two basic traps. Either they fail to stick out the Dipâthey get to the moment of truth and then give upâor they never even find the right Dip to conquer. Whether youâre a graphic designer, a sales rep, an athlete, or an aspiring CEO, this fun little book will help you figure out if youâre in a Dip thatâs worthy of your time, effort, and talents. If you are, The Dip will inspire you to hang tough. If not, it will help you find the courage to quitâso you can be number one at something else. Seth Godin doesnât claim to have all the answers. But he will teach you how to ask the right questions.

## Book Information

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## Customer Reviews

Much of Godin's advice makes sense, although it's not especially original. Know when you're going to quit and have an exit strategy. Don't get stuck in a cul-de-sac: a dead end. Those who focus on a market or skill do reap greater rewards than those who generalize. Among scholars, picking a tiny slice and expanding will reap big rewards. Remove distractions from your life. Godin's power curves are very convincing. There is a huge difference between Number 1 and Number 2 when you look at ice cream flavors and box office sales. But sometimes a decision to rank lower can be strategic. Some gurus advise against aiming to be Number 1 or 2 on a search engine, because you'll get more tire-kicking clicks. Much of Godin's advice makes sense for individual as well as corporate career planning. Most careers have dips. Many people find themselves in cul de sacs. What he calls "the cliff" resembles a comfort zone: "The longer you do it, the harder to quit." As a career consultant, I think the cliff is far more common than Godin suggests. Two problems with this book: (1) In real life, it's often hard to distinguish between a cul de sac and a dip and careers often morph from one to the other without warning. In fact, the book's examples inadvertently demonstrate this ambiguity. On page 38, Godin suggests that the helpful mailroom clerk might rise to CEO. On page 62, Doug gets branded because he's been with the company too long: everyone remembers when he started. We should note that Jeffrey Pfeffer's book, *What Were They Thinking*, actually contradicts Godin's tips on pages 38-39: Pfeffer suggests that CEO wannabes \*not\* suck it up but instead stand out.

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