Name_____

Score_____/15 points Due_____

MARKETING

"In Praise of the Purple Cow", Fast Company, Seth Godin

1. Relate the concept of the Purple Cow to the discipline of marketing. (3 points)

2. Explain the following statement from the article: "The leader is the leader precisely because he did something remarkable". (3 points)

3. How did the following companies create Purple Cow's for themselves. (6 points)

   a. Tombstone:

   b. Schindler Elevator Corporation:

   c. Dutch Boy Paint:

4. According to the article, why is it that there are so few Purple Cows? (3 points)