

THE ICARUS DECEPTION

How High Will You Fly?

SETH GODIN

SETH GODIN is the author of more than seventeen books including *Meatball Sundaes*, *Linchpin*, *Unleashing the Ideavirus* and *Permission Marketing*. He writes one of the most widely read marketing blogs in the world and is an accomplished keynote speaker. He founded and served as CEO of interactive marketer Yoyodyne which was acquired by Yahoo! in late 1998 meaning Mr. Godin became vice president of marketing at Yahoo! until he left to pursue other projects. Seth Godin is a graduate of Stanford Business School and Tufts University.

The Web site for this book is at www.flyclosetothesun.com.

ISBN 978-1-77544-758-0

MAIN IDEA

Almost everyone knows the story from Greek mythology about Icarus who flies too high and close to the sun. Icarus perished because the sun melted the wax holding his wings on. That story is used ad infinitum to encourage people to conform and not to take risks. That is, however, a deception. The other aspect of the story which is less well known is Icarus was also warned not to fly too low because the mist and the water would ruin the lift in his wings. Society has altered the myth to encourage everyone not to stand out but flying too low or settling for too little is the bigger danger today. When you settle for small dreams, you rob the world of what you could have created if you'd tried.

As the industrial economy continues to morph into the connection economy, the only viable way to get ahead is to make "art" rather than mindlessly following the rules. To get ahead today and in the future, you've got to stand out and the only thing that will achieve that is if you make art – however you define it.



Like it or not, we are all artists now.

"A revolution is here, our revolution, and it is shining a light on what we've known deep down for a long time— you are capable of making a difference, of being bold, and of changing more than you are willing to admit. You are capable of making art."

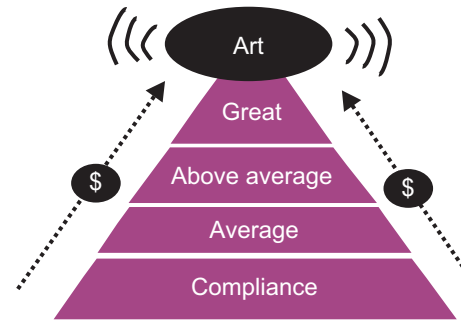
– Seth Godin

"The connection revolution is shuffling the deck and enabling new organizations and new ideas to thrive. Someone is going to be leading us; someone is going to be exploring the edges; someone is going to be creating things of incalculable value. What happened yesterday is over. Tomorrow the door is wide open, and this is your chance to connect."

– Seth Godin

1. Safety no longer lies in compliance, it has moved to creating art Pages 2 - 3

Once upon a time, if you obeyed the rules, you'd do just fine. Today, fitting in and going with the flow just won't cut it. To get ahead, you've got to make some noise and stand out – you've got to create "art" however you define it. Today's economy rewards those who stand out – the artists of their fields.

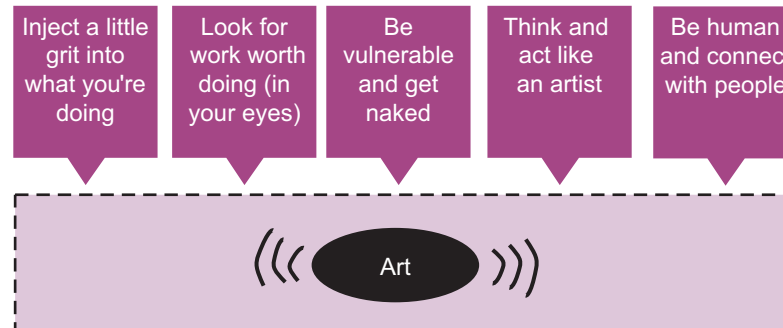


2. The impact of the arrival of the Connection Economy. Page 4

With the changing of the guard from the industrial economy being the main driver of the world's wealth to the connection economy, there has been a sea change in what society values. The standardization of the industrial age has been superseded by the originality and art of the connection economy. That's where the action is.



3. How to make art Pages 5 - 8



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