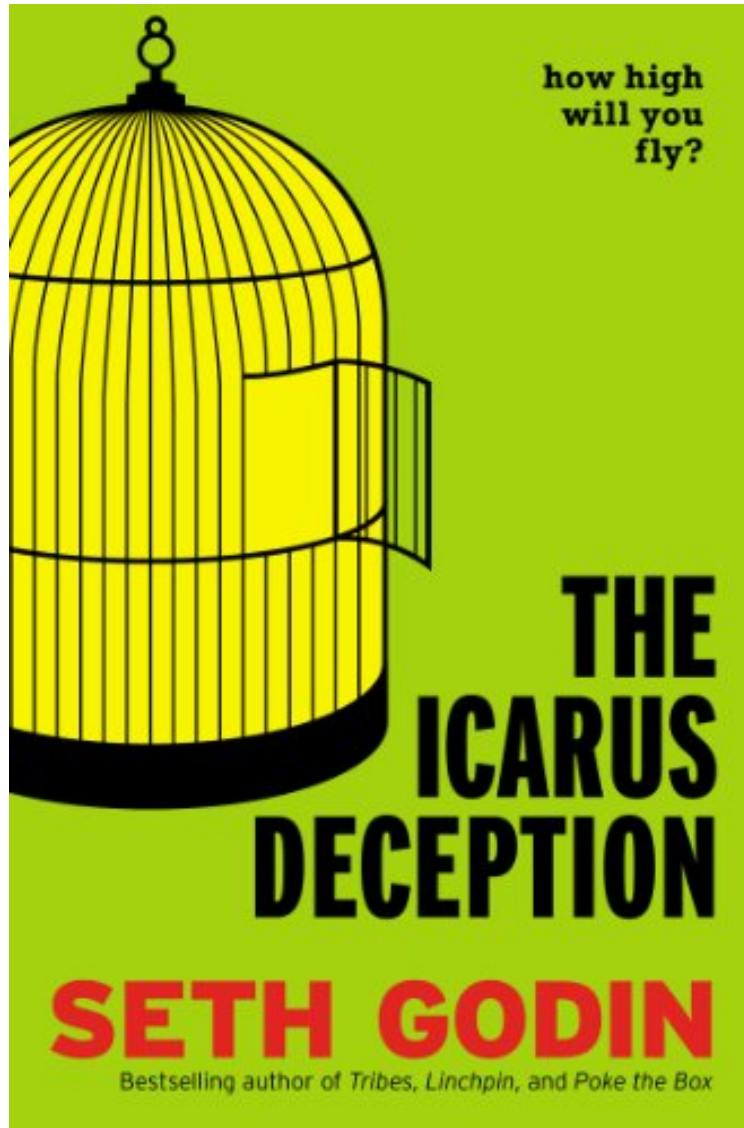


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The Icarus Deception: How High Will You Fly?

Seth Godin

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Seth Godin : The Icarus Deception: How High Will You Fly? before purchasing it in order to gage whether or not it would be worth my time, and all praised The Icarus Deception: How High Will You Fly?:

0 of 0 people found the following review helpful. Jorge HarringtonBy Jorge HarringtonThis book is so good. Love it! Can't get enough of Seth Godin. There will be a time where I'll be running out of Seth Godin books, but I can't help but read through them so fast. Thank again.Jorge Harrington2 of 2 people found the following review helpful. Some good thoughts, but not a book full.By Nancy GastonSeth Godin is a clever writer with an interesting premise. The content would have made a great article or blog post, but the material comes across as too thin for a book. I also found myself quarreling with his embrace of "hubris," which in its classical definition is distorted personal pride that leads

inevitably to one's downfall--and which tends to harm others. Godin seems to equate it with daring and courage. His excessive very current topical references ensure a short shelf life. In five years or less, no one will know who Justin Bieber was, for example. The book was worth an hour of my time--but no more. 0 of 0 people found the following review helpful. A pep talk, not a how-to. By ManyManias. This book is full of inspiring quotes, anecdotes and pep talks for people looking to do something different, something daring, something outside of the box. Anyone buying this book looking for a how-to manual will be sorely disappointed... because, as Godin points out frequently, following directions is what has trapped so many Americans in a dependency upon Corporate America for their livelihood. The recent financial crash and ensuing job losses, he posits, should illustrate to anyone and everyone with a clear sense of cause and effect the very real dangers of putting your livelihood in the hands of faceless entities who do not have your best interests at heart. The title is rooted in the legend of Icarus, which many people typically understand to illustrate the dangers of flying too high, lest you get burned and come crashing back to earth. What Godin points out, is the full story of Icarus also contains a warning against flying too low, lest the water ruin the lift in the wings. Ultimately, the point of this snippet (in the very beginning of the book) is that flying low seems safe, but really isn't. The entire book is spent amping you up to dare more, to reach for more. The "how" is left entirely up to you, because there really isn't any blueprint for this sort of thing. He insists that taking bigger risks is more essential than ever, now that the previously considered "safe route" of getting a good job is exposed as being not nearly as safe as we've been led to believe all our lives. As I read the book, I found myself nodding with sour amusement recalling my parents' admonitions regarding my occasionally mentioned desires to follow a career in, say, music: "What about a *real* job?" Of course, their generation had been raised and conditioned to believe that the safe, secure bet was the traditional degree-job-house-family progression. I wish I'd been more the rebellious sort, because youth is the best time for daring the sort of risks Godin touts. Having said that, it's never too late to dream big and reach big; it's just a hell of a lot easier for younger folks. If you feel you need a kick in the backside to make some serious changes in your life, this book just might do it. On the down side, you may need to thumb through it again from time to time to keep the enthusiasm fresh. That's the nature of self-help books, after all. Why I really like this one, is that Godin does an excellent job of amping me up for making changes, while readily admitting he doesn't have all the answers.

In Seth Godin's most inspiring book, he challenges readers to find the courage to treat their work as a form of art. Everyone knows that Icarus's father made him wings and told him not to fly too close to the sun; he ignored the warning and plunged to his doom. The lesson: Play it safe. Listen to the experts. It was the perfect propaganda for the industrial economy. What boss wouldn't want employees to believe that obedience and conformity are the keys to success? But we tend to forget that Icarus was also warned not to fly too low, because seawater would ruin the lift in his wings. Flying too low is even more dangerous than flying too high, because it feels deceptively safe. The safety zone has moved. Conformity no longer leads to comfort. But the good news is that creativity is scarce and more valuable than ever. So is choosing to do something unpredictable and brave: Make art. Being an artist isn't a genetic disposition or a specific talent. It's an attitude we can all adopt. It's a hunger to seize new ground, make connections, and work without a map. If you do those things you're an artist, no matter what it says on your business card. Godin shows us how it's possible and convinces us why it's essential.