



Survival is Not Enough: Zooming, Evolution, and the Future of Your Company

Seth Godin

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It's come to this.

All the confusion and chaos and change and turmoil in our working lives have finally tipped the balance. We now need a new way of doing business.

Most of us view change as a threat, and survival as the goal. Yet we work too hard to consider just getting by as our primary goal. In *Survival Is Not Enough*, bestselling author Seth Godin provides a groundbreaking new way to organize companies to thrive during times of change. It contains a simple yet revolutionary idea: we can evolve our companies the same way nature evolves a species.

Darwin was right. Evolution is a fundamental force of nature, and Godin demonstrates how this force can be unleashed in any organization. The first step is to eliminate the anti-change reflex that's genetically coded into all of us. Once a company learns to "zoom" (embrace change without pain), it is much more likely to evolve. And a company that evolves can become ever more profitable.

Whether the market is up or down, whether technology is hot or not, in all industries, from retail to tech to restaurants, the organic approach to organizations described in this book will always outperform the competition. As long as our world is unstable, evolving businesses will win.

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