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The Icarus Deception summary: Author: Seth Godin So much insight, feel so many of the aspects are very relatable. How high will you fly. This is in reference to Icarus who died because of his hubris ignoring his father's advice not to fly high, close to the

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sun because his wings are attached using wax.

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Perhaps the disjointedness of the narrative is part of Godin's

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point: “the opposite of coherent is interesting.” Above all, Godin urges his readers not to fall prey to the Icarus deception by remembering the risk Icarus took when he flew too close to the sun, while forgetting that flying too low was just as dangerous.

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Review: The Icarus Deception: How High Will You Fly? User Review - Brock Buchanan - Goodreads. I'm going to read this book again. And then probably again, and again, and again. Seth Godin is one of my favorite authors on business, marketing, and creating something that serves the world we live ... Read full review

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The ideas in this book resonated with me. In fact, I think that "The Icarus Deception" is even more relevant now than it was a year ago. And from my limited knowledge of marketing, I think it applies more than ever. It explains the world the next generation are growing up in.

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