

Stop Trying to be Perfect and Start Being Remarkable



THE BIG MOO is an unprecedented collaboration of 33 of the world's smartest business thinkers, blending their best ideas on how you can remarkableize your organization. This all-star team includes Julie Anixter, Tim Manners, **Malcolm Gladwell**, Dave Balter, Promise Phelon, Heath Row, Amit Gupta, Marc Benioff, Kevin Carroll, **Tom Peters**, Carol Cone, **Randall Rothenberg**, Lynn Gordon, Jay Gouliard, Donna Sturgess, Marcia Hart, Jackie Huba, **Guy Kawasaki**, Polly LaBarre, **Chris Meyer**, Robin Williams Jacqueline Novogratz, Dan Pink, Dean Debiase, Red Maxwell, **Mark Cuban**, Lisa Gansky, April Armstrong, **Tom Kelley**, Robyn Waters, William Godin, **Alan Webber**, and Seth Godin.

**Go to the next page to read the excerpt
or click on the book cover above for more info!**

THE REMARKABILITY OF MEMORIES

In 2004, the band Phish ended its twenty-one-year music career by playing two concerts on the mud-soaked hills of Vermont. Due to days of rain, which made for flooded fields and standstill traffic, thousands of fans abandoned their cars on the highway and walked for miles to hear the last sounds of their favorite band. During the final set, the band's keyboardist, Page McConnell, actually broke down crying as he tried to get through a song. The band took their bows after the encore and officially said good-bye to Phish, promising to reinvent themselves in other genres, formats, and acts.

That October, the band Deep Purple played a series of dates in Russia, with fifty-nine-year old lead singer Ian Gillian—a bandanna covering his now receding hairline—still attempting to “rock.” Formed in 1968 in Germany, this British group had worldwide hits like “In Rock,” “Black Night,” “Fireball,” and “Machine Head.” With a newfound popularity in previously off-limit markets, the band was reliving the days of its youth—and

shattering thousands of middle-aged suburbanites' images of them, perceptions based on what Deep Purple was like in the seventies.

In 1998, the cast of *Seinfeld* decided that it was time to end their amazing run. The show was the cornerstone of Thursday night television for millions of Americans, and was still at the top of the Nielsen ratings, but the cast publicly stated that they wanted to end on a high note, without creating new shows that lacked comedic genius. They were afraid of getting tired. *Seinfeld* has now generated more than a billion dollars through syndication and DVD sales.

At the same time that *Seinfeld* and Phish decide to go out on top, brands like Barbie struggle to meet expectations. For Barbie, at least, all of Mattel's product extensions and brand saturation aren't making memories that lead to purchases. Sales are down \$14 million in just a year. Maybe Mattel should accept what consumers are telling them: "Slow down, we need a break." Maybe they should stop altogether.

The point here is that your blockbuster of yesterday could very well be getting in the way of tomorrow's blockbuster. The cash cow makes it easy to resist the temptation (and risk) of trying something new.

Sometimes being remarkable is about knowing when it's time to move on and force your team to invent the next great thing instead of milking yesterday's hit just a little too long.