



The Icarus Deception: How High Will You Fly?

By Seth Godin

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Icarus Deception: How High Will You Fly?, Seth Godin, In "The Icarus Deception", 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' 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....



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