



Unmistakable: Why Only Is Better Than Best

Srinivas Rao

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Seth Godin taught us to be "remarkable" in *Purple Cow*, and Guy Kawasaki stressed "enchanted" in *Enchantment*. Now Srinivas Rao explains the power of "unmistakable"--creating work that no one can replicate, thereby eliminating your competition.

After getting rejected from many business schools and fired from several sales jobs, Srinivas Rao decided to stop doing what he thought he was supposed to do and start working in a way that felt honest. He launched the Unmistakable Creative Podcast to interview some of the greatest minds in business--including Seth Godin, Simon Sinek, Pam Slim, Elle Luna, and Ryan Holiday--finding a surprisingly big audience. This book distills the lessons, anecdotes, and insights of the 500+ people he has interviewed.

Unmistakable art needs no signature. As soon as it's in front of you, you know exactly who created it, like Banksy's street art or Tim Burton's films. Whether you're a business owner, artist, or anything in between, when your work is unmistakable, your competition becomes irrelevant. They can't copy you.

The key to being unmistakable is to stop trying to be the best--because that would mean you're sticking to plans and rules that have already been set for you, choosing what's safe and reliable. Rao argues that your most meaningful, impactful, and joyful work exists outside the "being the best" mindset, if you can strip away the expectations and pressure that you've internalized--to lead you to be the only.

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Ana Gaskill:

People live in this new day time of lifestyle always aim to and must have the spare time or they will get lot of stress from both lifestyle and work. So , once we ask do people have spare time, we will say absolutely indeed. People is human not just a robot. Then we request again, what kind of activity have you got when the spare time coming to a person of course your answer may unlimited right. Then do you ever try this one, reading guides. It can be your alternative with spending your spare time, typically the book you have read is Unmistakable: Why Only Is Better Than Best.

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