



# We Are All Weird: The Rise of Tribes and the End of Normal

*Seth Godin*

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*Seth Godin*

**We Are All Weird: The Rise of Tribes and the End of Normal** Seth Godin  
World of Warcrafters, LARPers, Settlers of Catan? **Weird.**

Beliebers, Swifties, Directioners? **Weirder.**

Paleos, vegans, carb loaders, ovolactovegetarians? **Pretty weird.**

Mets fans, Yankees fans, Bears fans? **Definitely weird.**

Face it. **We're all weird.**

So why are companies still trying to build products for the masses?

Why are we still acting like the masses even exist?

**Weird is the new normal. And only companies that figure that out have any chance of survival. This book shows you how.**

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