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Stefan Zweig (whose biography of Magellan I recommended in a previous edition of this newsletter).

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Perennial Seller: The Art of Making and Marketing Work that Lasts by Ryan Holiday is his latest book on how to create meaningful work that stands the test of time. It ' s a formula to help you create a piece of art that becomes both a classic and legendary.

Perennial Seller by Ryan Holiday book review - Ste Davies
You want to be evergreen. To sell for decades. To be classic. To make the backlist. To be a perennial seller. Because that ' s where the impact is, in reaching people, and lasting. You can read all about this in my book Perennial Seller: The Art of Making and Marketing Work that

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