April 25, 2008

Book Review 8 Inspired Marketing!: The Astonishing Fun New Way to Create More Profits for Your Business by Following Your Heart by Joe Vitale and Craig Perrine

William C. McPeck

Available at: https://works.bepress.com/william_mcpeck/16/

**An Inspirational Disappointment**, April 25, 2008, Rating: 3 Stars

Although Joe Vitale and Craig Perrine are both listed as the authors, this book is primarily the work of Craig Perrine. It appears to me that Joe Vitale basically lent his name to the book for marketing purposes. Thirteen of the fourteen chapters are the work of Perrine.

This book is an example of what you hear a lot about today in the product development arena: leveraging your content. Each of the chapters is a cleaned-up section of a telephone conversation or interview. The first chapter is a conversation between the two authors, Vitale and Perrine. The remaining 13 chapters are conversations/interviews between Perrine and famous and not so famous Internet marketers, each telling their own story.

The idea for the book apparently came out of a mastermind group involving Vitale, Perrine and several others whose stories are contained in the book. While the idea may have been inspiring, I found the end product to fall terribly short of being inspirational.

While some of the individual stories in the book did contain instances of brilliant inspiration and insight, in total, I think the book leaves a lot to be desired. This is clearly not one of Joe Vitale's better books. While Craig Perrine may be an Internet marketing superstar, this book does not help his case as an author.

Overall, I am pretty uninspired by the book. To me, the book lacks continuity or cohesiveness. And oh by the way, I guess because of all the different stories presented, I missed the step-by-step model eluded to on the front flap of the book's dust jacket.

If you are thinking about buying this book, save yourself the money and get the book from your library or have them Interlibrary Loan a copy of the book for you.